

# THE CREDIT WORLD

THE OFFICIAL ORGAN OF THE  
*Retail Credit Men's*  
*National Association*  
INCORPORATED

VOLUME IX

NUMBER 4

DECEMBER, 1920

**C**O-OPERATION is the main spring of success, and there is no branch of the retail business in which co-operation has a greater scope for action than in the one pertaining to credits—so we organize to CO-OPERATE.



To the Members of

The Retail Credit Men's National  
Association



The Officers and Directors of your  
Association extend to you the Com-  
pliments of the Season and wish each

A Merry Christmas  
and  
Prosperous New Year

Let us work to make Nineteen  
Twenty-one the best year in our  
history—as individuals, as citizens  
and as credit men.

THE RETAIL CREDIT MEN'S NATIONAL ASSOCIATION  
D. J. WOODLOCK, Secretary-Treasurer.

# The CREDIT WORLD



Official Organ of the  
RETAIL CREDIT MEN'S NATIONAL ASSOC'N

Executive Offices  
National Bank of Commerce Bldg.  
St. Louis, Mo.

Issued Monthly by  
DAVID J. WOODLOCK, Editor  
St. Louis, Mo.

Subscription: five dollars per year

ENTERED AS SECOND-CLASS MATTER, NOVEMBER 4, 1918, AT POSTOFFICE AT ST. LOUIS, MO., UNDER ACT OF MARCH 3, 1879

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## EDITORIAL

DAVID J. WOODLOCK, Editor

HAVE YOU SOLD YOUR JOB,  
MR. CREDIT MAN?

In analyzing the membership of this Association, I find a large percentage of retail credit men do not amount to much. **They are simply clerks**, and in discussing this with a business man a few days ago, he expresses the thought that perhaps they had not sold their jobs to the "boss;" in other words, the "boss" did not realize and they did not have brains enough to make him realize the importance of the credit man's job.

We have no excuse to offer when we state positively that in a retail business there is no more important man than the credit manager. The merchant who allows this man or woman to handle and loan out thousands of his dollars every month with no security but the reputation of the customer, must surely realize that if he has an incompetent credit man his business will be bankrupt in a short time. But, on the other hand, when things go along smoothly and the losses from bad accounts are only a small percentage of the sales, he does not stop to consider who has been the guiding hand, who has turned away the undesirables—it was the credit man who has, by personal contact with thousands of customers, made for the firm everlasting friends.

Mr. Credit Manager, learn to blow your own horn; sell your job to the "boss." In his heart he already knows your worth, but, bring it on the outside. If you're not capable of this, you must remain a clerk and be lost in the millions who are crowding the foot of the ladder of success.

## SIGNS

When you enter your bank, what strikes your eye almost instantly? It is the metal sign, reading, "Member American Bankers Association." This is the way our membership sign, displayed in your credit office and on your cashier's desk, will strike your customer's eye, and they will know it means "prompt payment."

Get them from the National Office at fifty cents each.

TO MEMBERS IN TOWNS OF FIFTEEN TO  
FIFTY THOUSAND POPULATION

During the past few months we have received reports from cities of a population under fifty thousand indicating that credit rating bureaus in those cities conducted either in connection with their Chamber of Commerce or privately owned were very successful.

We believe there are many places where bureaus could be organized if our members would take the initiative, and that they are passing an opportunity to benefit themselves as well as their community in not doing so. The National Office will be glad to co-operate in the work of organization and place you in touch with the managers of successful bureaus.

## ASK YOURSELF

What kind of an Association would this be?  
If every member was just like me?

## MEMBERSHIP

Our growth since the convention has been very satisfactory, but we must impress upon our members that this Association is just what you make it. The more members, the more co-operation; the more information, the more unity of action. The National Office is always working to increase the membership, but if you are a believer in your Association you will assist by securing a new member. If every member got one new member, it would mean twenty thousand credit men in one fold. What would that mean to you? It would mean that you have duplicated yourself twenty thousand times, and had that many minds working in harmony with yours. Would it effect credits? Well, I'll say so.

## NORTH DAKOTA AND OKLAHOMA

In the National Office is a map of the United States, with a tack in each city or town where we have a member. Do you know that North Dakota and Oklahoma have more tacks than any other State? We don't mean they have more members, but we mean there are more towns in those States where we have a member than any other State in the Union. Are we to draw the conclusion that the retail merchants of these States are better business men than others, or is it that because we have real live active workers in those States, men who realize that only by enrolling all the retail merchants can we hope for success. Men who will give fifteen minutes to write to a friend in a neighboring city, and ask him to join? Yes, brothers, that's the answer. Why not get a few more tacks in your State? It is up to you, and it's easy if you only try.

## THE CREDIT LITERATURE COMMITTEE

Mr. R. H. Poindexter, of D. Loveman, Berger & Teitlebaum, Chairman of the Credit Literature Committee, is to be congratulated upon the thorough manner in which he has done his work. From all sections of the country we have received letters telling how useful and valuable are these Albums of Forms he has prepared. They contain all kinds of credit forms, samples of "pay up campaigns," etc., and we could use double the number if we had them. Local Associations would do well to write to Mr. Poindexter and have him send them an Album for use at their meetings.

## BUTTONS

Some of us don't care much about wearing buttons, lodge pins, etc., but, remember, the emblem of this Association on your coat lapel has its effect upon the applicant for credit, who realizes at once you are a member of the same organization as the other fellow to whom application was made last week. The more people see and know the emblem, the greater force.

Order a button from the National Office—twenty-five cents.

## WARNING—WATCH—LOOKOUT

The last-minute Christmas shopper will bear watching; particularly if he has a check to cash.

### TO EMPLOYERS

The National Office has a special file containing the names of credit managers, collection experts and rating bureau managers, who are desirous of making a change in their positions. If you need a trained man or woman, write to Secretary-Treasurer D. J. Woodlock, 801 National Bank of Commerce building, St. Louis, Mo.

### THE NATIONAL EMBLEM

Every member should have our National Emblem on his collection letters and statements. Get an electrolyte from the National Office for fifty cents.

### WHAT IS THE USE

The National Association spends much time and money in issuing warning notices of bad check operators, and we are proud of the fact that these notices have caused the arrest of many criminals; but in nine out of every ten cases those victimized refuse to prosecute, because they dislike the publicity, or it means a little expense. Let us make an example of some of these crooks. If our members don't want the trouble, contribute to a National Prosecution Fund, and we will do it.

### A VALUABLE WORK

In this issue we publish the twelfth of a series of talks at the meetings of the Associated Retail Credit Men of New York. These talks were planned by the Educational Committee, of which Mr. Joseph B. Auerbach of Bloomingdale Bros. is Chairman, and they were the best prepared and most valuable contributions received by the Credit World. That they were read by our members is evidenced by the fact we had so many calls for extra copies, and Mr. Auerbach is to be complimented upon the thoroughness with which he carries out the work of this committee.

### NATIONAL DIRECTOR McMULLEN SAYS:

A credit system is a simple and effective way of doing business when properly operated. It is essential, however, that the merchant operating a credit system business have two qualities—one a good investigator; the other, a good collector. If the merchant is weak in either, he had best be a poor collector. By proper investigation of the new customer asking for credit he will very largely avoid collection troubles. A good credit risk does not require a collector.

Make every applicant for credit show a clean slate. Is he coming to you because he is in bad somewhere else? Here is where your association comes in. The association may be able to get information you can not. Make the applicant give his occupation and place of employment. Also the frequency of his pay check. If you cut off credit to any one, report it at once to the office; it may make it possible to collect your account and surely will save more loss in case you lose. Don't hold bad checks—it is a fraud to conceal a fraud. Turn them into the office and allow us to give you assistance on collection.

### CHAIRMAN WARD HAS A THOROUGHLY ORGANIZED LEGISLATIVE COMMITTEE

We hope our members will appreciate the efforts, E. H. Ward, of the Burgess Nash Co., Omaha, who is chairman of the legislative committee, to arrange for an intensive campaign against legislation that is not equitable to the retailer and in forms of law, that will protect the credit granter.

Mr. Ward has divided the country into six sections, with a vice-chairman in charge of each and members in those sections having matters for consideration of the Legislative Committee should communicate with the vice-chairman of the district in which they are located.

Following is a list of vice-chairmen and their territory:

Mr. Herman Steinberg—Maine, New Hampshire, Vermont, Connecticut, Massachusetts, Rhode Island, New York and New Jersey.

Mr. Max Fischer—District of Columbia, Delaware, Pennsylvania, Ohio, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Alabama and Florida.

Mr. Hy. Schuler—Missouri, Kansas, Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Tennessee and Nebraska.

Mr. C. L. Olson—Minnesota, Wisconsin, Michigan, Illinois, Indiana and Iowa.

Mr. E. U. Berdahl—North Dakota, South Dakota, Montana, Utah, Wyoming and Colorado.

Mr. S. E. Edgerton—New Mexico, Arizona, Nevada, California, Washington, Oregon and Idaho.

### LIFE'S MIRROR

There are loyal hearts, there are spirits brave,

There are souls that are pure and true;

Then give the world the best you have

And the best will come back to you.

Give love, and love to your life will flow,

And strength in your utmost need;

Have faith, and a score of hearts will show

Their faith in your word and deed.

Give truth, and your gift will be paid in kind,

And honor will honor meet;

And a smile that is sweet will surely find

A smile that is just as sweet.

For life is the mirror of king and slave,

'Tis just what you are and do;

Then give to the world the best you have,

And the best will come back to you.

—Madeline S. Bridges.

### ATTENTION TO SMALL ITEMS MEANS BIG SAVINGS

The Street Railway Co. of St. Louis recently discovered that by changing the length of their transfers from five to two inches they would save \$10,000 per year on the price of paper, as they issue several hundred thousand transfers each day.

Look around your office. There may be a chance for you to do likewise. It's the thing that apparently don't amount to much that increases your overhead.



### WHAT MR. TREGOE TELLS THE WHOLESALE APPLIES ALSO TO YOU

Too frequently sufficient system and care are not employed in compiling credit records. Every now and then we are called upon to examine the records of a credit department on a specific credit risk and are surprised to find an absence of order in the assembling and filing of information, despite the fact that this is at the very foundation of the credit profession.

The credit manager should take pride in being able to present clear and sufficient evidence on every credit risk he is expected to produce. A file characterized by disorder and lack of system reflects upon the skill of the credit manager.

When circumstances call for an unexpected examination of records and for ascertaining on what grounds the risk was accepted, the credit manager fails to rise to the demand.

While advocating the transfer of details to assistants and the devoting of one's skill to major matters in the credit department, we would urge upon credit managers the necessity of arranging for the filing of credit information in a systematic manner, that the information may be utilized without difficulty whenever reviews are necessary or something special is required.—National Secretary-Treasurer's Monthly Letter.

### BAD CHECKS COST UNITED STATES \$30,000,000 IN 1919

Business men of the United States lost upwards of \$30,000,000 through the medium of raised checks and forgery during the year 1919, according to figures introduced by A. E. Keller, expert auditor and accountant, in an address before the Denver Retail Credit Men's association upon the subject, "Insidious Business Leaks."

"This is an alarming figure," said Keller, "and yet I daresay few merchants realize the enormity of it. Crooks and bogus men are among us in ever increasing numbers, and though I am not an alarmist, it is just as well that we face the matter squarely and go about systematically to stamp out the evil."

The occasion was the annual fall banquet, dance and frolic of the Denver Retail Credit Men's association, held in the Savoy hotel, at which more than 300 lusty credit men and their wives almost ran riot.

Assistant Secretary Charles M. Reed delivered the address of welcome, with S. J. Sweet of the Joslin Dry Goods company as toastmaster. Luke Goodheart was master of ceremonies, with singers from the Orpheum circuit on the entertainment program.

### BABSON, IN A RECENT LETTER, ADVICE TO SELLERS, SAID:

We advise affiliation with trade associations in your field. Co-operative competition would advance your whole industry.

See that your credit representatives belong to the local association of credit men, and that your sales manager is in close touch with others in his profession.

You cannot afford to overlook any opportunity for increasing the efficiency of your sales and credit departments.

### DO YOU KNOW?

Do you know that the United States has only 6 per cent. of the population of the world and only 7 per cent. of the land?

That the United States is the richest country in the world?

That the bank deposits in the United States exceed by billions the combined bank deposits of the whole world outside of this country.

That we produce 24 per cent. of the world's wheat supply and

- of all the cotton, 60 per cent.
- of all the corn, 75 per cent.
- of all the cattle, 27 per cent.
- of all the hogs, 40 per cent.
- of all the dairy products, 25 per cent.
- of all the iron and steel, 40 per cent.
- of all the gold, 20 per cent.
- of all the silver, 40 per cent.
- of all the coal, 52 per cent.
- of all the copper, 60 per cent.
- of all the oil, 66 per cent.
- of all the automobiles, 85 per cent.

That is to say, of the total products of the globe, we contribute one-quarter (twenty-five per cent.) of the agricultural supplies.

Over one-third (forty per cent.) of the mineral products, and

One third (thirty-four per cent.) of the manufactured goods.

Before the war we owed other nations \$5,000,000,000. We have not only paid this debt, but foreign nations owe us \$10,000,000,000 and we hold the largest gold reserves of any nation in the world.

### VICE-PRESIDENT NELSON VISITS IOWA CITY

E. W. Nelson, Vice-President of the National Association of Retail Credit Men, was the principal speaker of the evening at the annual banquet of the Iowa City Credit Bureau members, held on Wednesday, November 17th. About seventy members were present, representing every line of business in the city. The evening was enthusiastically pronounced a success by every one present. The Iowa City Credit Bureau has sixty-five members, ten of whom are members of the National Association. A committee was appointed by Mr. C. Yetter, president of the bureau, to secure memberships for the National Association.

### THE ONE BIG BOSS

"Education, organization and co-operation are as important before as after the election. No matter how capable and well-intentioned a President and Congress we elect, they cannot accomplish the big things to be done without an informed, fearless and determined public behind them—and not very far behind them. The great majority of Americans who love their country and believe in its institutions, seem either too busy or too divided by unimportant and meaningless differences to get together and fight solidly for America, American ideas and American horse sense."—The Saturday Evening Post.

"The tests of an educated man are: Knowledge, faith, clear thinking, accuracy of expression, self-control, power of initiative, good conduct, good manners."

## "Keeping Up With the Jones'"

**C**REDIT Managers know that customers are made up from all kinds of *payers*. And a good many also know that an Elliott-Fisher System helps keep accounts in one class—the prompt payment class.

You can tell the extravagant customers from the wise ones both by the record of payments and by the itemized details.

With an Elliott-Fisher System you get both accurate credit information and correct bookkeeping at one and the same time and operation. The work is proved as it is done.

Posting, statement writing, and proof sheet plus any required number of carbons are made by the one action.

Statements are available for prompt First of Month Mailing—every detail of the business is at your daily, hourly call and at a minimum overhead cost. Let us tell you how Elliott-Fisher Systems are helping many credit men.

**ELLIOTT-FISHER COMPANY**

**HARRISBURG, PA.**

BRANCHES IN OVER 100 CITIES

# Elliott-Fisher

**Flat-Bed System of Accounting-Bookkeeping-Billing-Recording**

## STATE CONFERENCES

**Ohio**—State Chairman, Truesdale, will hold a State conference in Ohio during February. It is probable there will be several assembling points in different sections of the State, and Secretary-Treasurer Woodlock has set aside an entire week to work with Mr. Truesdale.

**Washington**—The first conference of Retail Credit Men ever held in the northwest is scheduled for Spokane, on February 23rd and 24th. Frank Shockley, President of the Spokane local has invited the credit men of Oregon, Idaho and Montana to join those in Washington.

## SPECIAL INFORMATION

The National Office has on file some very important information regarding

Louis J. Hertz,<sup>\*</sup>  
Florence Sherwood,  
Celia Sherwood,  
F. J. Samburg,

formerly in furniture business, in Buffalo, N. Y., later in Syracuse, N. Y. If any of these people apply for credit, members should immediately notify the National Office.

## REGARDING PUBLICATION OF DEROGATORY INFORMATION

The National Office receives many letters advising of the action of persons who asked credit with the apparent intent to defraud, and while there is no doubt but what ninety per cent of such cases can be classed as those of out and out crooks, we cannot publish details in this magazine, and will simply print a notice to the effect that we have on file information of value. You can draw your own conclusions, and it would be well to place a "Catch Card" in your files, so if they appear you can notify us at once.

Of one thing you can be certain—any name listed under the heading "Special Information" at National Office is that of undesirable account.

## A LETTER FROM SEATTLE

The following letter tells of one of the many "skips" located by the National Office. This service is alone worth the membership fee. Co-operate. Read the "Addresses Wanted" column, and check with your records.

"I wish to call attention to a splendid illustration of the good work being done by your office in locating "skips."

"A few weeks ago we wrote you relative to one H. P. Fontaine, who left Seattle last May, owing a large bill. Immediately after the publication of his name in the Credit World we received three letters and one telegram, which led to the location of this man in Des Moines, Iowa. We wrote him there and have already received a reply with substantial remittance on account, and a promise to pay in full within thirty days.

"We certainly appreciate the help given in this matter, as the account had been considered lost.

"With best personal regards, very truly yours,

C. W. LOCKARD,

Sec'y Seattle Retail Credit Men's Assn."

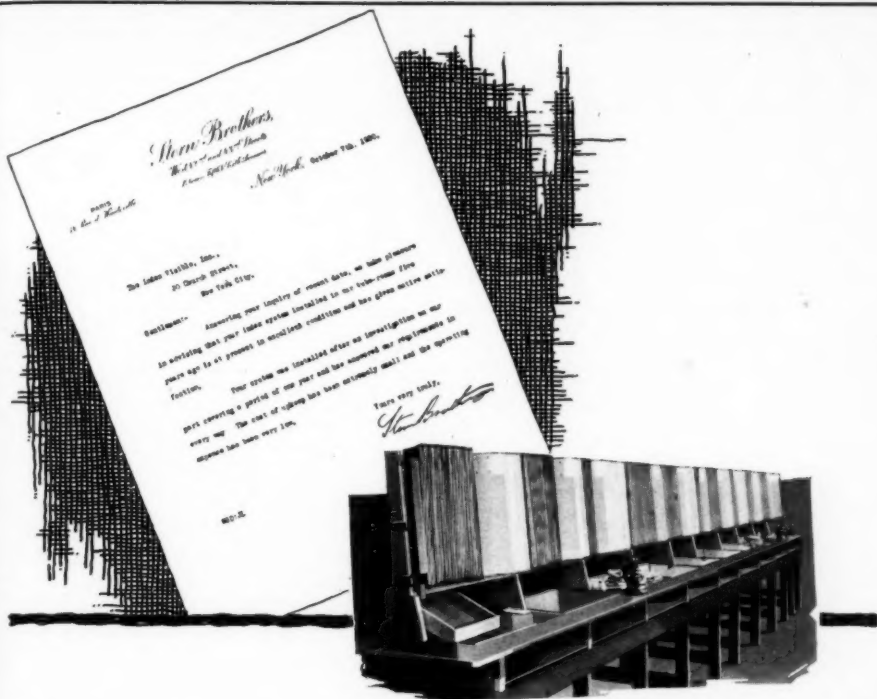
## THIS FIRM BELIEVES IN STICKING TO TERMS

"CONTRACT APPLICATION FOR CREDIT—Realizing that the maintenance of a collector should be and is an unnecessary expense to any firm who extends credit, as well as an annoyance and inconvenience to the customer oftentimes, and realizing that for any firm to continue to extend credit under the present and ever-increasing high cost of production it is necessary for any such creditor to either materially increase his charges to cover this increasing cost or to meet same by the elimination of non-essential expenses, and being desirous of doing my share toward the operation of the credit system which is a convenience to me, I hereby make application to THE BOHNFELD CLEANING WORKS, for a charge account, and with the understanding that in the event that credit is extended to me that I will pay for all work immediately upon the first of the month following the date of charge at their office at 314 S. Cincinnati street, Tulsa, Oklahoma. And it is fully understood that in the event of my failure to make payment of my account on or before the tenth of the month following the date of charge that the above firm shall consider my account closed and turn my account over to a collector, and in such event I agree to pay an extra charge of ten per cent as collection fee, and in the event that my account is turned over to an attorney I agree to pay any reasonably attorney fee in addition to the ten per cent above mentioned, as well as any and all costs that may be incurred in the collection of my account. I also agree to pay for all items delivered by the above firm to my residence and charged to my account. It is understood that all dye work, straw or panama hats, silk, lace or knit goods are accepted by the above firm at the owner's risk, only."

## TELL YOUR WHOLESALE FRIENDS ABOUT THIS FELLOW

An Italian by the name of A. Pollizi had an Italian grocery store at 563 S. Clinton Ave., Trenton, N. J. About a month or so ago he disappeared overnight and left his store with the appearance of being well stocked. Upon a closer inspection it was learned that the boxes were empty and that he had backed up to the store during the previous night with a truck and had taken everything of value. He left a large number of accounts outstanding in this city. We have been unable to locate this party even though we had learned that he had previously lived in New Brunswick, N. J. Investigation in New Brunswick, N. J., showed that he did the same trick there about a year ago, but under a different name. People in New Brunswick believe that this party will repeat this trick at some other location, and is probably doing so at the present time. This Italian always has a nicely and orderly arranged store, and uses certain credit references, who appear as having been tipped off, to recommend him satisfactorily. He then secures credit among the leading wholesale grocery stores and after maintaining a very nice business for a certain length of time, and in the meantime, runs up a good sized credit account at a number of stores, then skips from town, failing to meet his accounts.





## "Twice the Speed at Two-thirds the Cost" That's How Index Visible Helps

**Y**OUR best advertisements are satisfied customers. They are not gained by tedious, annoying waits for credit authorization. Yet vexatious delays are unavoidable if ledger books or blind card files have to be consulted.

To trust to memory is extremely dangerous and unnecessary.

Index Visible, a card record system which visualizes every account on a list of 100 or 1,000,000 names, gives the information

### *As Quick As A Glance.*

Not only is Index Visible the fastest card record system in existence but it is also the most flexible. This means that cards may be inserted or removed, either singly or in groups, more readily than by any other system.

It is also the most compact system. Saves floor space.

And the most economical.

It may be operated by fewer clerks.

**I**F you would have all your credit customers advertise the promptness of your service, install Index Visible equipment throughout your store. Every department store in the United States can use Index Visible in a great many departments. Hundreds do. Others are constantly making the discovery. Why not you?

Read above what Stern Brothers, New York, say about Index Visible.

If you will send us a sample of your present card form and the approximate size of your list, our department store service experts will be glad to submit recommendations and estimate on Index Visible equipment which will completely fill your needs. We would like also to send you a copy of our booklet—"Credit Authorization At a Glance." A post card will bring it to you.



## Index Visible, Inc.

"Visibility with Flexibility"

Executive Offices: New Haven, Conn.

New York  
Boston

Philadelphia  
Pittsburgh

Minneapolis  
Buffalo

Detroit  
Chicago

Washington  
Cleveland

## FROM KALAMAZOO, MICH.

A. E. Merrifield, formerly of 721 Bryant St., of this city, who was in the Ford livery business. He was highly recommended by a grocery, which even went so far as to say that they were very prompt and O. K. for any amount. He purchased a home for which he paid cash, and was the possessor of two cars. His downfall came very suddenly and also very rapidly, and we found that the police were looking for him as being one of a gang of automobile thieves.

## FROM WORCESTER, MASS.

A man giving his name as Hugo Millner passed three checks on the Farmers & Manufacturers National Bank, Poughkeepsie, N. Y., in Worcester, on Saturday evening, November 13, 1920. The three checks were for \$26.00 and were payable to Hugo Millner and signed by B. M. Hamill. The certification was stamped with purple ink and was a forgery.

Millner is described as about 35 years of age, 5 feet 6 inches high, weight 160 pounds, light complexion, light hair, "healthy looking." Wore dark clothes, brown shoes, was neat in appearance and seemed to be well educated.

The date on the checks was stamped with a rubber stamp. The check number was written in red ink and the name and amount was type-written.

## WOMAN CHECK-FLASHER DOES BIG BUSINESS IN CHARLOTTE

News received from Charlotte stated that a woman check-flasher had just passed through that city, leaving worthless checks to the amount of \$300. The woman is described as being about 22 years of age, weight 110 pounds and wearing a blue suit and a brown neckpiece. She used several names while in the Queen City, among them being R. B. Bull, C. B. Bryant, Leo M. Johnson, G. P. Pyron and T. T. Todd. Her checks were all numbered 44.

## THIS IS THE OFFICIAL SONG OF THE CLEVELAND ASSOCIATION

To the tune of  
"Let the Rest of the World Go By."

I'm happy tonight,  
Life's one long delight,  
I'm here because I like to be, Billie G.,  
I'm one of the blest,  
For you have the best  
Bureau I ever did see.  
From far coast to coast  
It's our proudest boast,  
Bill Gray has kept and made it so,  
We must keep up the work  
And cut out the shirk  
So the crooks give this town the N. G.

## A FEW INTERESTING FIGURES

	1900	1910	1920
Population of UNITED STATES.....	76,303,387	91,972,266	106,650,000
Wealth.....	\$88,000,000,000	\$125,000,000,000	\$500,000,000,000
Per Capita Wealth.....	1,165.00	1,360.00	4,700.00
Per Capita Public Debt.....	14.52	11.64	224.50
Merchandise Imports.....	849,000,000	1,556,000,000	5,238,621,668
Merchandise Exports.....	1,394,000,000	1,774,984,720	8,111,039,733

## ENID, OKLA., OFFERS \$100.00 REWARD

For apprehension of T. C. Brock, alias Geo. Brock, E. P. or E. J. Phillips, John or F. E. Burnes. Description as follows: 38 or 40 years old, 5 feet 10 or 11 inches in height, weight about 160 pounds, high cheek bones, protruding lips, florid complexion; dark brown hair, gray at temples and parted in the middle; wore brown crush hat, brown suit and top coat; very smooth talker; drove 1920 model K-45 Buick Six, with spot light, multo meter and two extra Fisk red top tires on the rear. His wife—28 years old, red hair, extremely freckled face, hands and arms; had 9 months' old baby with red hair and blue eyes. Wife wore black plush coat, fur neck-piece, rather old gray velvet shoes, black fur hat with orange colored top and bead ornaments in front. She has protruding teeth, slightly discolored; wore wedding ring and large ruby ring. Party is believed to be one of the smoothest crooks that ever hit Enid. He passed about \$1500 worthless paper in drafts. If apprehended, call Enid Chamber of Commerce.

BAXTER DRILLING COMPANY  
—NO ACCOUNT CHECKS

Printed form checks of Baxter Drilling Co., by J. L. Baxter, have been put out in large numbers at Okmulgee and Henryetta recently, and the man who is passing them is probably still at work there or near there. The checks are written on the Central National Bank of Tulsa, and the bank reports that they have never had such an account to their knowledge, nor do they know J. L. Baxter. The checks are all for \$18.50, and the last bunch were numbered 167 and 367.

KANSAS CITY WARNS OF  
J. DINSMORE ALTER

Warning has been received from the Kansas City Association to be on the lookout for a man who used the above name in his operations there. He inserted ads in the newspapers calling for investments in an auto accessory scheme of his, rented an office, then sat back ready to receive the money. He ended up by giving a number of bogus checks, one for \$275 for a gold watch. He is described as being a clever worker. Age, nearly 60 (claimed to be 49 years of age), 5 feet 5 inches tall, a little stooped shouldered, weight 130 pounds, small hands and feet; wears a size 15 shirt; wears glasses, celluloid frame, also a pair of rimless glasses; very near sighted; wears old style wing collar and stiff cuffs; sometimes wears a gray cut-away coat, cloth-covered buttons. He just bought a new blue suit with pin stripes; generally wears a cloth hat and sometimes a black derby hat; wears spats, dyes his grey hair black. He is a shrewd, convincing talker and has courtly manners.

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# WE LOCATE SKIPS!!!

## NO RESULTS—NO PAY

Send us the names of your "skips" with last known address, names and addresses of relatives and references.

Send ten cents, for registration fee, in postage, with name of each "skip."

If We Locate Them You Pay Us One Dollar—  
No Charge If We Do Not.

### REFERENCES

D. J. WOODLOCK,  
National Secretary Retail  
Credit Men's Association.

HELLER & LIVINGSTON CLOTHING CO.

A. J. KRUSE,  
Supt. Credit Bureau,  
St. Louis, Mo.

## NATIONAL TRACING CO.

803 National Bank of Commerce Bldg.,

ST. LOUIS, MO.

### HELL

Just what is meant by this word "Hell."  
They say sometimes, "It's cold as Hell,"  
Sometimes they say, "It's hot as Hell,"  
When it rains hard, "It's Hell," they cry,  
It's also "Hell when it is dry."  
They "hate like Hell" to see it snow,  
It's "a Hell of a Wind" when it starts to blow,  
Now "How in Hell" can anyone tell  
"What in Hell" they mean by this word "Hell"?  
This married life is "Hell" they say,  
When he comes in late there's "Hell to Pay."  
It's "Hell" when the kid you have to tote,  
When he starts to yell, it's "A Hell of a note."  
It's "Hell" when the doctor sends his bills,  
For "a Hell of a lot" of trips and pills,  
When you get this you will know real well  
Just what is meant by this word "Hell."  
"Hell, yes!" "Hell, no!" and "Oh, Hell" too!  
"The Hell you don't!", "The Hell you do."  
And "What in Hell" and "The Hell it is,"  
"The Hell with your" and "The Hell with his!"  
Now "Who in Hell!" and "Oh, Hell, where?"  
And "What the Hell do you think I care?"  
But "The Hell of it is," "It's sure as Hell,"  
We don't know "What in the Hell" is "Hell."

—James Whitcomb Riley.

### CAN'T HOLD HUSBAND FOR DEBTS WIFE CONTRACTED

From "Women's Wear"

Retailers cannot hold a husband responsible for debts contracted by his wife under her own name and on her personal credit, is the substance of a decision handed down recently by Supreme Court Justice Scudder in Brooklyn. A large local store had sued Frederick L. Ryon for \$16,292, the amount of a bill alleged to have been run up by his wife before she left her husband last January.

Justice Scudder said: "There can be no-doubt that, as a matter of law, Mr. Ryon is not liable for his wife's bills with the firm. The firm alleges that Mrs. Ryon was supplied with merchandise on her exclusive credit and not on the credit of her husband or as his agent, and at all times was so recognized by the firm."

Mr. Ryon said that when he was notified of the debt he went to the store and gave two deeds valued at \$14,000 as payment for the account. He charged that Mrs. Ryon had contracted other large bills elsewhere, including a \$2,000 taxicab bill.

**MUSKOGEE, OKLA., SAYS:**

"Mrs. P. B. King deposited a \$650 check with one of the local banks and proceeded to reap a harvest. A telegram to the California Bank revealed that the check was bogus. No doubt this is the same party who operated in Texas and Louisiana, by the name of Mrs. Pearl B. Knott, where she put over a number of checks from \$25 to \$75."

"J. A. Smith also puts over a good one. He deposits \$145, also draft on the Taft California Bank for \$1500 with one of the local banks. Post dates a number of checks giving his excuse for same that his account was being transferred from Taft to Muskogee, and will be a few days getting here. Withdraws \$145 and leaves for parts unknown before checks were presented."

**AKRON, OHIO, CATCHES A GOOD ONE**

C. P. Osborne was held by Akron authorities for attempting to pass certificates of deposit in First National Bank of Clendenin, W. Va., signed C. F. Osborne, Cashier. Had a number of checks in his possession, and reports in answer to the National Office Notice indicate he is wanted in Cincinnati, Huntington and Clendenin.

Good Work, Akron; we congratulate you.

**FROM DES MOINES, IOWA**

Warning, regarding Peter L. Murphy, who formerly operated Iowa National Detective Bureau and Collection Agency. Checks drawn in Iowa National Bank, Des Moines, Iowa.

**FROM DENVER, COLO.**

Look out for James E. Marlow, check operator, age 20 years, 5 feet, seven inches high, slender, weight 125 pounds; uses card, James E. Marlow Company; checks are supposed to be those of company.

**HARTFORD, CONN., CATCH MALONE AND HAYES**

Lenord D. Malone and wife, Viola D. Malone, accused of being check artists, said to have confessed to having operated in number of States, were arrested by the Hartford authorities.

Louis M. Hayes, also believed to be one of an organized band of check passers, was arrested at New Haven by the Hartford authorities.

**CREDIT ASSOCIATIONS IN LOS ANGELES AMALGAMATE**

Los Angeles, Calif., Nov. 21.—Announcement is made of the Amalgamation of the Associated Retail Credit Men of Los Angeles and the Retail Merchants Credit Association of this city. The latter organization has practically absorbed the activities of the former including educational work. Activities to influence legislation are abandoned for single purpose of the new organization to elevate credit conditions.

The name of Retail Merchants' Credit Association is retained and all officers of that association will continue to serve.

There are 370 members in the newly amalgamated organization. The men responsible for the consolidation are W. W. Weir, V. Haresnape, J. W. Lewis and L. M. Crosthwaite.

**SPECIAL NOTICE**

J. S. Howland is wanted by members in Birmingham, Knoxville, Memphis, Tulsa, Kansas City and New York; uses check of Commerce Trust Co., Kansas City, Mo., signed Gilfillan Brothers Smelting and Refining Co., and claims to be employed by them. Checks are typewritten, uses check protector, and are for large amounts; supposed to be commissions. Following is his description:

**\$100 REWARD FOR THE ARREST AND DETENTION OF J. S. HOWLAND**

Look out for J. S. Howland, who is described as follows:

Twenty-eight to thirty years old, height 5 feet 8 inches, weight 130 pounds, fair complexion, dark brown hair, brown eyes, clean shaven, swell dresser, convincing talker; may claim to be the representative of Gilfillan Brothers Smelting and Refining Co. of Kansas City, Mo. This party is putting out forged checks on the above mentioned concern.

The Bodeker's National Detective Agency, Inc., of Birmingham, Ala., will pay the above mentioned reward for the apprehension and delivery of the said J. S. Howland to an authorized officer of said agency.

Howland usually calls upon the large department stores and asks that check be cashed, and is very persistent about it. He may refer you to some one to whom he has once sold goods, and get you to call them over the phone. Merchants in the southern States particularly are warned to look out for him, although we understand he has operated in practically every State in the Union.

Notify Bodeker's National Detective Agency, Inc., suite 209-10-11-12 Brown-Marx building, Birmingham, Ala., or 229 City Bank building, Mobile, Ala.; 222 Bell building, Montgomery, Ala.; 203 Bisbee building, Jacksonville, Fla.; 331 Volunteer State Life building, Chattanooga, Tenn.

**LESTER AUTROBUS**

We are anxious to get the address of above, formerly proprietor of Mottoz garage, at Hardin, Ill.; also lately been in Grafton, Ill., Jerseyville, Ill., and Alton, Ill. He sticks to the automobile repair business, and, no doubt, is still working at it.

**FROM ENID, OKLA.**

Four forged C. O. D. American Express Co. money orders, Nos. B-930526, B-6328730, B-6328729, B-4145135, for \$84.00 each were cashed by Enid merchants on September 6th. They were made payable to W. A. Whellerman, and signed G. C. Cole, Agent, Indianola, Okla. These were returned to our merchants on September 25th with the notation that these numbers were lost or stolen.

**MR. CREDIT MAN**

When you are buying office fixtures or supplies, is the psychological moment to talk advertising in **your** magazine, The Credit World. Every book reaches a direct prospect. Remember this the next purchase you make.

## THE 1921 CONVENTION

HOUSTON, TEXAS, AUG. 16-19

**T**HE Board of Directors of the Retail Credit Men's National Association, after careful consideration of many suggestions regarding changing the date of the next annual convention, and after taking a referendum vote of all the Local Associations, announce that the 1921 convention will be held in Houston, Texas, August 16, 17, 18 and 19.

In extending us the invitation to meet in Houston, the Local Association was backed by every civic organization in the city and had personal letters and telegrams from every business man, so our members are assured of a hearty welcome in this beautiful and enterprising city.

The Rice Hotel, where the meetings will be held, is one of the best in the South, and this and other hotels assure us we will be taken care of in excellent style.

It is only a short ride to Galveston, where our members can enjoy surf bathing in the gulf, and the delightful gulf breezes, make Houston the ideal Southern city in which to hold our convention.

Begin now to make preparations to attend—it will be a trip worth while, from a business and vacation standpoint.

## "A Merry Christmas and a Happy, Prosperous New Year"

To ALL the Members—their Families—Friends

□ □

**A**S the old year draws to a close, make up your mind to turn over a new leaf; get the accounts receivable so adjusted that on the **FIRST** of January all accounts 90 days past due are placed in the hands of a **RELIABLE** Agency or Attorney specializing in the handling of such accounts. We handle Southeastern Michigan by the "Personal Service Plan." We report, remit and co-operate.

### ADJUSTMENTS DETROIT, LTD.

(INCORPORATED)

SUITE 714 FREE PRESS BUILDING  
DETROIT, MICH.

ATTORNEY NEAL M. HEBINGER,  
GENERAL COUNSEL

CHESTER R. RETTBERG,  
MANAGER



# Boost ..... Collections

Use the National Association Collection STICKERS and INSERTS.

We can furnish to members at two dollars per thousand, because we have printed in large quantities.

You cannot have them printed for that at home.

THEY GET RESULTS—ORDER A SUPPLY

RETAIL CREDIT MEN'S NATIONAL ASSOCIATION

801-02 National Bank of Commerce Bldg., ST. LOUIS, MO.

## A COLLECTION MAN'S IMPRESSIONS

By CHESTER R. RETTBERG  
Adjustments, Detroit, Ltd.  
Detroit, Mich.

While all of the ideas we collect in our daily work cannot be passed on as original ones, still the retention of many ideas, worked into a single train of thought for the purpose of accomplishing a definite object, is to the credit of the man who is looking forward, not backward; up, and not at his feet, in his travels in this world of competition.

Credit men, universally, have beyond any question of doubt, moved rapidly forward in these last few years. The members of the legal profession have also attained a remarkable position in the business world by reason of their efforts to make that business world safe through the drawing up and passing of Laws which protect the business men in their pursuit of success.

Any conscientious objector to these remarks will have a hard time, then, explaining the reason for the growth, solidity, and popularity of the Retail Credit Men's National Association and the Commercial Law League of America. They are the ever present results of years of work by the credit men on one side and the members of the legal profession on the other.

But, while the credit men faithfully do their work, the attorneys as faithfully accomplish the tasks appointed by their clientele; there still remains a large field for the men, between the two, we might say, who are truly professional in their line, if we may except the amateurs, who cast a reflection upon any profession, when inexperience, inefficiency, or inability to comprehend the problems presented to them, is allowed to become present.

We have reached the time when we should realize that the credit manager's success depends in a large degree upon the success of his COLLECTION METHODS; that COLLECTION METHODS depend entirely upon the character of men who SPECIALIZE in collections.

That the collection managers—agency men—have been organizing, nationally, is, of course, known to a majority of business men. Rapid

progress has been made. But, still we have wandered away from one of the vital matters which the credit men can assist in remedying if they will but hesitate in their daily exertions long enough to see the immense benefit this co-operation will bring to themselves.

I mean the suggesting of ideas which will assist the collection man in getting results for you. We are ready to give you OUR aid in improving your policies and system, if we can. Your aid is needed in making our systems conform to your policies and systems.

As yet I have seen no system among collection men that will stabilize the rates of commission to be charged. Still, as among members of any given association, I can see no valid reason why this cannot be accomplished.

The credit men themselves have no uniform method in turning over their claims for collection. The Detroit Convention revealed that some turned the past due claims over to their especial agency in ninety days; others after a year; some, when every possible means for collecting the account themselves had FAILED.

Again, I say, I can see no reason why this variety of procedure is necessary. There are a number of our members who are collection specialists. A number of men equally as reliable, efficient and earnest in their endeavors, can be obtained if a campaign in their line is supported by the men who have collections to be made.

Under the present business conditions, it seems fair to presume the credit man, his associates in all departments, will be kept busy enough without worrying about the problems of the collection department.

A systematic, careful handling of the past due claims in any point in the United States could be accomplished through the members of the Credit Men's National Association.

The membership in the Association is proof of their endeavor to serve; a committee appointed by our President might easily establish uniformity of action and rates of commission; co-operation by the members would do more than either or both.

In the interests of the Association, if for not personal reasons, I feel there is much to be accomplished by the members in getting under way before the beginning of a new year.

# Meets All Accounting Requirements

*It has the scope*

**E**VERY requirement of accounting is met in the Underwood Bookkeeping Machine.

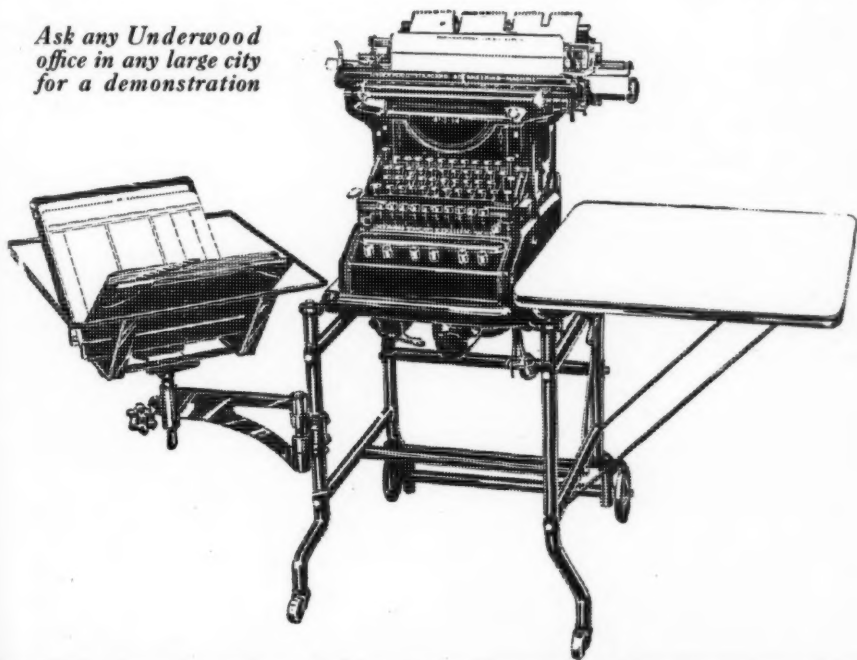
*Invoice and Sales Book* — Invoices are added, discounts deducted, and a total of sales, with distributions secured and proved, in the same time now required to write the invoice.

*Cash Book* — The cash book is added and distributions proved in the operation of making the entry.

*Ledger and Statement* — A mechanical proof is given that all entries have been posted to the ledger.

*A daily balance for each account with immediate credit reference.*

*Ask any Underwood  
office in any large city  
for a demonstration*



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**UNDERWOOD TYPEWRITER CO., Inc.**  
UNDERWOOD BUILDING NEW YORK CITY

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# NATIONAL CREDITORS PUBLICITY ASSOCIATION

PUBLISHERS OF COLLECTION SYSTEMS & COLLECTION FORMS

*R.H. Daugherty*  
NEW ADDRESS WITHOUT THIS SIGNATURE

## A PROVEN SYSTEM

THAT WILL ELIMINATE YOUR "P. AND L." ACCOUNTS

**Local Publicity** { COLLECTS BAD ACCOUNTS  
PREVENTS BAD ACCOUNTS

*Will produce results after other methods fail*

**NO COMMISSION OR FEES — All Money Paid Direct to Creditor**



**We post a Cash Guarantee with every system.  
YOU CAN'T LOSE.  
We guarantee it to collect your money.**



**General Offices: HOLLAND BUILDING, ST. LOUIS, MISSOURI**

Branch Offices { NASHVILLE, TENN. BIRMINGHAM, ALA.  
BROOKLYN, N. Y. ATLANTA, GA.

**WE SELL SERVICE — NOT BOOKS**

### WARNING

Watch out for a tall, slender, brunette gentleman, well dressed and intelligent, who used the following method with one of our members: He approached the cashier and asked to have a check cashed, stating he wished to buy some shirts in the house. The cashier not knowing the party, asked if he could be identified, as the check was drawn on the Joplin State Bank, of Joplin, Mo., from a pocket check book he carried, and he drew from his inside pocket a certificate of reference, identifying one J. E. Thomas as the representative of a certain Fruit Growers and Produce Corporation, all typewritten, and gotten up in legal form, signed by names purporting to be officials of the corporation, having also a Notary's seal attached at lower left hand corner of document, emblazoned in gold, so that it had the appearance of being a legal and bona-fide instrument. As the cashier looked at same so scrupulously, seeing the hesitation, the gentleman voluntarily produced another similar document, but the cashier then not wishing to seem too inquisitive as to the party's identity, inquired what the amount of the check would be, and upon the stranger saying "only \$15.00; I just wanted to buy some shirts and run a little short," the check was then cashed. Returned by Joplin State Bank, Joplin, Mo., marked "No Account." Party gave his address here as Haglin Hotel; upon inquiry, the hotel clerk states no J. E. Thomas has ever registered there. This party will probably work other cities, as he has his credentials in such splendid shape, unless forewarned, it's an easy "fall."

### FROM HARRISBURG, PA.

I wish to advise you of a fraudulent check worker who operated in Harrisburg and near vicinity last week under the names of Maeland, Masaland, and Wealand. Description as follows: Age about 38 to 40 years; height 5 feet 10 inches, brown hair, good looking; accompanied by a boy about five years of age. We understand there was a man working with this woman, and their method of operation was to rent rooms in Mechanicsburg, Pa., and open up a checking account with the Second National Bank of that town and proceed to issue a number of checks which were good and at the same time make it a point to establish their identity; most of the checks which have since proved worthless were passed Friday and Saturday, November 12th and 13th.

### FROM KNOXVILLE, TENN.

William M. Challinor, 5 feet 10 inches high, 160 pounds, light brown hair, blond type, smokes cigarettes continually, last heard of with the "World at Home" shows, in Knoxville. Wanted for cashing \$25.00 check that proved to be worthless. If located in your city, arrest and notify W. E. O'Connor, chief of detectives, this city, or the Jim Anderson Company, and we will send officers and proper papers to return him to Knoxville. Your earnest co-operation in this matter will be appreciated. He is likely to be found around a garage or automobile sales place; formerly with the Dixie Motor Company, of Louisville, Ky.

## THE HANDLING OF INSTALMENT ACCOUNTS

By P. R. BOWERS, Credit Mgr. The Aeolian Co., New York.

[This is the twelfth of a series of talks under direction of the Educational Committee of which Jos. B. Auerbach is Chairman.]

Many credit men seem to feel that the credit manager handling conditional sales contracts has a somewhat easy job, but the old instalment plan, time plan or the so-called "excitement plan," "a dollar down and a dollar when they get you," keeps him very much on the jump. Nevertheless, it's lots of fun.

Sometime ago I prepared a combination sales ticket and credit application which is attached herewith and this form is a very valuable one in the line of business I am engaged in. In all cases I require:

1. The name in full with middle initial, which is very helpful in the indexing of an account and of much value later on if it becomes necessary to repossess or institute legal proceedings.

2. Complete home address of purchaser, including apartment number or letter which facilitates delivery and helps the investigator later on if the account becomes delinquent.

3. The length of time at the present address which is largely taken into consideration at the time of passing and the previous address with length of time if less than one year at present address. An application which reads "Two years at present address and fifteen years at previous address," looks mighty good, but, "Oh, my," when it reads, "two weeks at present and two months at previous"—watch your step.

4. Does purchaser own his home? This is an important question.

5. Is address that of a hotel or boarding house? Equally important as in all cases in New York, if the purchaser resides in either, it is necessary to notify the proprietor that the merchandise (furniture or musical instruments) has been sold on a conditional sales contract properly recorded, and remains company's property until paid for in full. This prevents the attachment of mortgaged property if the purchaser skips, leaving an unpaid board bill. In all instances when the customer is living in a boarding house the name of the proprietor is requested.

6. If the purchaser is a married woman she must furnish her husband's full name, his place of employment, position and length of time employed.

7. Is purchaser over twenty-one years of age? This must be answered, "yes or no." In most cases this is determined at a glance, but in these days of short skirts, etc., etc., it is best to make sure by asking, as a contract signed by a minor is not worth the paper it is written on.

8. The complete delivery address, if the merchandise is not being delivered to the home of the purchaser.

In addition to the above a few important reminders are printed on the application covering points to be remembered when a sale is being made to a fireman, policeman, letter carrier, shipyard worker, a minor or a colored person.

With the sale recorded and the credit application filled out, we arrive at the question of terms. I personally believe in a hard and fast rule to govern this important matter and at all times have insisted that the sales department furnish me with a complete list of initial and monthly

payments which always bear the O. K. of the official department. With a copy of this list before him the sales manager knows the requirements and the credit manager knows what is and what is not agreeable to his superiors.

Do you remember the terms of a few years ago? And the power of a five-dollar-bill? A great many merchants used to deliver almost anything in their store on a very, very moderate down payment and on long terms, such as fifty and sixty months. A lesson was learned during the war, and it is my belief that the day of the long time instalment contract is gone but not forgotten.

My slogan has been, "A large down payment is an insurance against loss," and really, the first thing I look at is the size of the down payment. Many dealers selling on the time plan only ask for ten per cent down. This may or may not cover their initial expense, but I do know that the majority of merchants selling musical instruments today are asking and are getting a great deal more than ten per cent down and the balance within fifteen to thirty months.

Speaking of a line that I am familiar with (phonographs and pianos), would say that contracts covering the former should average below fifteen months, and the latter below thirty months.

After the terms are agreed upon it is well to draw up the conditional sales contracts in triplicate, the original and duplicate to be signed by the purchaser, later after the sale has been approved the original may be forwarded to the contract department, the duplicate mailed to the customer and the triplicate used for filing.

One might ask, "Who may buy on the time plan?"

The question of selling to a married woman without her husband's guarantee has often been brought up but never settled satisfactorily to my knowledge. I believe that at least 66⅔ per cent of the phonograph and piano sales made on time are to married women, and while the credit manager prefers the signature of the husband it is almost impossible to carry this through. On the other hand a woman feels that a contract signed by herself is "just as good," and the majority would feel offended if the matter were brought up. Then, too, the question arises, how many sales would be lost if the contract was not signed on the spot?

**A sale to a minor or a doubtful credit risk.** When the purchaser is not of legal age it is necessary to have the contract signed by the parents, and I have experienced little difficulty along these lines. In many cases, however, when the minor objected to this arrangement, I have accepted a guarantee signed by the parents, or a member of the family of legal age and thereby saved good business, but we must always keep in mind that a minor at any time can plead infancy and refuse to pay. If the contract is brought to court a refund of all monies paid can be ordered (guarantee or no guarantee). Of course, a sale to a doubtful risk must always be guaranteed or turned down. Many credit men have found out through experience that time sales to certain races of people are not to be encouraged, and it is perhaps unnecessary

to say that a thorough investigation is imperative and, likewise, a good substantial initial payment.

**Residence.** A credit man should make a study of the various localities and neighborhoods in his city. While he cannot always judge a person by the outside appearance of his home and neighborhood, the address has a great deal of bearing on the application. A man passing credit must be in a fine fix if he doesn't know one neighborhood from another and Baxter Street from Manhattan Avenue, West 55th Street or Riverside Drive. Many credit men are constantly on the watch for sales in certain districts and houses, and I would say, "Keep your eye on the address."

**Clubs and Associations.** Time sales to this class of trade must be investigated and watched very closely. It is advisable to run down the references furnished thoroughly before delivery and ascertain the business connections of the principal officers. Such sales on the books look much better with a good guarantee and a very substantial initial payment. The accounts are in most instances troublesome and should bear a careful watch at all times.

**Shipments outside of Metropolitan area or State.** The initial payment on sales of this kind should always be a little bit larger than the payment on a local transaction. An account out of town cannot be watched and followed as readily as the local one, and if trouble crops up, you are up against an outside collection expense and sometimes the expense of boxing and shipping back to the warehouses. I would say, sell all over the country if you can, but keep an eye on the initial payment. It pays in the end.

**Recording and filing of contracts.** Personally, I do not feel that it is necessary to file or record all conditional sales contracts. The majority of credit men connected with establishments doing contract business believe in filing all contracts whether the amount is large or small—then there are others who file only when the amount involved is over \$50.00. The filing or recording of a contract protects the merchant against a third party, but it has been my experience that the "third" party so far has given me very little trouble. Just stop to consider what the filing fees actually amount to. Say 5,000 contract sales are made during a year of which one-tenth are to Jerseyites. The fee in the State of New Jersey was recently increased to \$1.00, and the New York fee is fifty cents. You would have right at the start an expense of \$2,750.00. Add to this the clerk hire, stationery, etc., etc., and we have quite an item. On the other hand, how many sales are made to people whose credit is unquestionable? A credit man passing on contract business soon gets to know the good contract risks, and he can always pick out the ones which require the filing. Instead of paying out thousands of dollars each year to file contracts covering sales which never get into arrears, would it not be better to create a yearly reserve against filing losses?

**Insurance on property.** It is advisable to cover this important matter in the body of the contract. The purchaser should insure the article or articles purchased and keep them insured during the life of his contract against loss for the benefit of the company. The policy should contain a clause providing that the loss shall be payable to the purchaser or the company as interest may appear. I would request this in all cases, but not insist upon it. Most purchasers

take out insurance without delay and are willing to exhibit the policy at any time.

**Forms of contracts for different States.** We have the conditional sales contract, conditional bill of sale, chattel mortgage, note arrangements, etc.

1. Contracts covering merchandise sold outside of New York State must be drawn to conform with the laws of the State into which the shipment is made. When instalment accounts are solicited all over the United States, it is best to have the proper agreements printed and ready for use when a sale is closed.

**Collections.** This end cannot be carried out efficiently unless the proper system is installed right at the start. A collection department well systematized makes for good collections and a small percentage of arrears.

I am at present using a master card which is set up together with ledger sheets, index card, mailing list, etc., when the sale is completed. This card goes to the "probation officer" of the department, in other words, the man who watches new accounts for six months before they are really turned over to the "regular" collection correspondents. An account should be watched very closely during the first six months, and the customer must be trained to make his payments promptly on the due date. The extra time or special attention given to an account during this period is well spent for two reasons—first, it enables you to pick out the "trouble maker" right at the start; and second, the customer knows at the end of six months that his payments must be made promptly. I recommend this arrangement to all credit men handling instalment accounts, and after a trial I am sure the "probation officer" will be a permanent fixture in the department.

Many houses prefer to have the monthly instalments fall due either on the 1st or 15th of each month, but it is best to have the due dates distributed over the entire month. The former arrangement throws a heavy burden on the entire department once or twice a month. Usually the bookkeepers are up to their necks just before the 1st or 15th, and the cashier's office suffers in the same way. Under the latter scheme a contract made on the 7th day of January would call for the first payment on the 7th day of February; a contract made on the 8th would fall due on the 8th of the following month, etc., etc. The work is distributed evenly during the month and it simplifies collections to quite an extent.

Of course, to carry out this idea it is necessary to split up your accounts in separate binders according to the due dates. This can be arranged very easily without confusing the bookkeepers—really, it is of much help to them. For instance, it facilitates the sending out of instalment notices and, if necessary, the collection correspondent can run through the binder for his follow-up.

To return to the master card and the passing of the sale.

At the time the O. K. is given I believe in rating the account through the medium of a credit "key." Considerable time and thought was given to this key before its adoption, and I can say it certainly is the "missing link."

Customers naturally fall into certain classes with regard to responsibility, character, bill paying habits, etc., etc., and there is no doubt but that the collection manager or correspondent in



attempting to collect arrears would work more intelligently if he knew to which class his delinquent belonged. Of course, the ideal method of obtaining this result would be to place in his hands the credit application agency reports, and references, but this means the loss of valuable time in going over these papers. Lost time is waste, and waste spells inefficiency.

The credit key is really the application and credit information boiled down. It serves as a guide in collecting the account and also a guide in extending additional credit. The key follows:

The letters A-B-C-D are used to rate the account as to responsibility, references and risk.

#### Responsibility.

A.—1. Those who are possessed of means other than that derived from their business connections.

2. Proprietors, partners and officers of well established, reputable business firms or corporations.

3. Those retired from active business, who are of unquestioned character and integrity.

B. Salaried employees. Those whose positions and places of business are permanent (under normal conditions); whose only source of income is their salary (or commissions). (This class would include salesmen, department managers, clerks, federal, state and city employees, etc.)

C. Day workers. Those who by reason of their trade change their place of employment more or less frequently, and whose income is variable (due to slack seasons, trade booms or depressions, etc.) (This class would include carpenters, painters, bricklayers, shipworkers, cloak and suit operators, etc.)

D. "The Profession." 1. This class would include actors and actresses, cabaret performers, singers, artists, writers, journalists, interior decorators, purchasing agents.

In this class should **not** be included members of the above professions whose reputations as good moral and financial risks have been established.

2. Negroes, "East Indians," etc.

3. Men and women of questionable character, or whose source of income is shrouded in mystery. ("K. W.'s," gamblers, etc.)

#### References.

A.—1. References from established houses who have had actual business experience with the purchaser, and who report bills paid promptly.

2. References from banks, who have extended accommodations, which have been met promptly.

B.—1. Character references from banks or well established business houses or from officers of these institutions.

C.—1. Personal references from fairly reliable sources, which in the judgment of the credit man are sincere, and in which the references given are apparently based on long personal acquaintance with the purchaser.

D.—1. References which are more or less doubtful, but not sufficiently so to warrant cancellation of the sale ("chances").

#### Risk.

A. Excellent.

B. Good.

C. Fair.

D. Doubtful.

For instance—without the key, let us suppose that John Brown's account is one month in arrears. The collection card is made up, and a form letter is sent, notifying Mr. Brown that

his account is in arrears and requesting payment. If at the end of the month the arrears are not paid up, a "stronger" letter is sent, etc. If Wm. Jones fails to make a payment, the same procedure is followed, form letters sent, etc. Both cases are treated identically the same. They appear the same to the correspondent—both are in arrears—both are "dunned" for the money due.

**But are these cases identical?** Should John Brown and Wm. Jones be treated alike. Have they the same attitude towards the arrears on their accounts? I do not believe so. Let us consider the two cases.

John Brown is a wealthy man, formerly head of Homer Brown & Company, wholesale dry goods, an establishment well and favorably known to the trade throughout the country. John Brown himself has retired and is living at his country estate at "Alandale," the show place of three counties. He has accounts at most of the large New York shops, and has always paid his bills promptly. Were we possessed of the power of divination, we would see that the reason for John Brown's delinquency is a legitimate one. He has been out of town on some business deal; it is an oversight on his part, or for some other legitimate reason he has failed to make his payment as agreed. When he returns to town next week, or when he receives next month's statement, he will send his check for the entire amount due.

The case of Wm. Jones is different. He is employed as a riveter in a shipyard in New Jersey. He earns good wages when he works, but the nature of his employment prevents him from working in one place for any great length of time. He has been with his present employers but five months, and at his home address about the same length of time. His income is uncertain, due to slack seasons, business depressions, etc. As far as can be learned, he has no source of income other than his wages. The credit department's investigation shows that the purchaser changes both residence and business address frequently. If such an account falls in arrears, the natural thing to do is to "get after it" immediately.

The status of these two customers is known to the credit department, but not to the correspondent. By means of the proposed "key," the correspondent would be enabled to distinguish between a good customer and excellent credit risk who had overlooked a payment, and a doubtful credit risk, who it is highly probable to suppose, has deferred payment because of financial inability to meet same, and who it is quite possible has again changed his place of employment or residence.

The correspondent could then permit John Brown's account to remain in "statu quo" temporarily, while he devoted his undivided attention to the account of Wm. Jones.

A notice should be sent to the customer at least five days before the due date, drawing his attention to the instalment falling due. If the payment is not made as agreed, five days after the due date, a series of collection form letters are used.

**Follow up.** In most cases form letters can be employed until the account becomes three or more months in arrears. It is my experience that a series of form letters carefully written and properly keyed will collect the money. Of course, all accounts should be turned over as often as possible during the month, depending upon the

risk, but they must be written on at least twice, at fifteen-day intervals. That applies to accounts promoted to the regular collection department and not to accounts under the watchful eye of the "probation officer."

**Outside collectors.** Many dealers selling furniture, clothing and household effects insist that it is necessary to employ outside collectors to prevent the accounts from becoming delinquent. Maybe this is true, I don't know; but I do know that people buying pianos and phonographs seem to be willing to bring or mail in their payments. In the beginning the customer must be told that outside collectors are not employed, and I think you will find only a very, very small percentage will object to this arrangement. Incidentally I might add that at one time I had an outside collection force of seven men. Today I have none, and my monthly cash collections have not fallen off; in fact, they are very much better. I know of other credit men handling piano and phonograph accounts, and they will truthfully say the same thing.

You might ask, "What is done if a customer ignores the requests for payment?" It takes but a short time to run the account through the series of letters, and when the correspondent feels that his letters and 'phone calls are being ignored the account is then turned over to the legal division. Here we have outside men, but no "collectors"—they are investigators and adjusters. Once an account reaches this division one of four things should be done: 1st, collect arrears in full; 2nd, make satisfactory arrangements for liquidation of balance due; 3rd, reclaim the instrument; 4th, bring suit for settlement. The work of this division can be supervised by the department attorney, or a person in close touch with the collection manager. The men in this division can, in addition to their regular work, verify references on new sales and make neighborhood reports for the guidance of the credit man.

**Repossessions.** This is where the "fun" starts. The delinquent can't or won't pay, and it has been decided not to sue.

A carefully worded letter of "regrets" is sent to the customer notifying him that the truck will call for the merchandise. It is best to send this letter three or four days before you intend to call, for in many cases it proves to be the best little collector in the department.

If the truck does call and the merchandise is refused, it is then up to the legal division to arrange for the return, by force if necessary, that is through a "replevin action" or a "suit to foreclose a lien."

Repossessed merchandise, after the auction sale, has to be resold as secondhand, and this is another good reason why much attention should be given to the down payment.

**Interest.** This is charged and collected in many ways.

1. The method of collecting the total interest after the principal has been paid up.

2. The monthly collection of interest on the payments. (Smallest amount first.)

3. Collection of interest figured on unpaid balance. (Largest amount first.)

4. Monthly collection of the interest averaged over the full contract. The first method is most unsatisfactory for the reason that the interest is forgotten or lost sight of by the customer. Result—An argument, and adjustment or a suit, and a lost customer.

The second and third methods are very complicated and misleading to the customer. This plan makes for dissatisfied customers—leads to many mistakes in the office and the operation is very expensive.

The fourth is really the ideal and only way to figure and collect the interest. The amount is incorporated in the contract and the monthly interest payment is specified in black and white. The customer understands how much he has to pay and the bookkeeper knows without figuring how much to charge. This plan is the least expensive, and from all angles it is positively the best.

Personally, I believe in treating the interest as a separate matter in the contract and the same applied to the bookkeeping. Your interest accounts receivable and interest collected are good figures to keep before you.

**Percentage of collections.** On piano contracts running on the average below thirty months I would say  $7\frac{1}{2}$  per cent collected on balances outstanding on the first day of the previous month looks pretty good. And on the phonograph accounts averaging below fifteen months about 15 per cent. As a rule the phonograph accounts are more difficult to collect than the pianos. The above averages are good to shoot at and beat, but if you strike the  $7\frac{1}{2}$  per cent on the pianos and 15 per cent on the phonographs it is pretty safe to say that you are keeping up with the other fellow. This includes collections received on so-called 90-day accounts, which do not figure in the averaging of the time contracts.

**Losses.** The percentage of actual losses in the instalment line, if the accounts are properly watched should be less than one per cent. That is speaking of pianos, phonographs and furniture accounts.

Before closing I am going to touch on a few subjects of interest to all of us.

**Reference letters.** Some time ago, when help was scarce and expensive, I wondered how I was going to verify my reference within the forty-eight-hour period, which is usually allowed between the sale and delivery. The following plan worked well and might be worth a try in a pinch.

Send your reference letter via special delivery and enclose a self-addressed envelope, also with a special delivery stamp on it. Or, depending on how much time you have, just place the special stamp on the return envelope. In either case this plan indicates "rush," and it works.

**Filing.** The filing of collection correspondence should be kept up to the minute at all times. I have found that filing by account number is far better than the alphabetical arrangement, particularly when the accounts are filed this way. All papers and letters pertaining to a particular account meet in the file. Any adjuster, I am sure, will O. K. this plan over the alphabetical arrangement, as it enables him to collect all data and facts in a few seconds.

A credit man handling instalment accounts will find it worth while to keep a watchful eye on the percentage of losses, repossessions, monthly collections, arrears, average initial payment and percentage to instalment sales, average running time of contracts entered, and the percentage of cash and time sales. These figures might be called the pulse of the department, and the monthly comparisons are really very interesting.

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### PAY YOUR BILLS PROMPTLY DAY, JANUARY 22

Pay Your Bills Promptly Day is designed to emphasize the importance of maintaining individual credit. It is of special interest to credit men, merchants and organizations that would like to see men and women freed from the calamities incident to debt.

This day will be observed in 1921, on Saturday, January 22nd. Last January this was one of the most successful days of Thrift Week. From scores of cities the reports indicated a new enthusiasm for paying bills promptly. Many old accounts were straightened out. In some places the merchants ran special sales on this day. These brought crowds to the stores where they were urged by tactful posters and other publicity to pay bills past due. Under the inspiration of this advertising splendid results were achieved.

Pay Your Bills Promptly is endorsed by the National Credit Men's Organizations and by other important bodies. That over 1000 communities will participate in Thrift Week next January is a conservative estimate.

With the future prosperity of our country depending to no small extent on the return of American citizens from extravagance and a tendency toward idleness, to the habits of thrift and industry of our forefathers. National Thrift Week is most timely. Whatever contribution any individual or organization may make towards its success will be a contribution toward a stabilizing of economic conditions and an elimination of radicalism, which means increased prosperity, happiness and national welfare.

### CLEVELAND HAS GOOD MEETING

As one of many features to promote the co-operative work of their association, the Cleveland Retail Credit Men's Association holds quarterly night meetings. The first for the winter season of 1920-21 was held November 19.

Two hundred credit men and women attended the dinner. Judge C. D. Friebolin, talked on "Retail Credits and the Law." This proved an interesting subject and the capable Jurist spent more than one hour after his talk in answering questions.

The Federal Reserve Bank was represented by a member of its staff, who displayed a score of raised bills and explained ways and means of detecting such currency. Cleveland has experienced an influx of raised bills within the past month. Federal detectives have convicted twenty-nine offenders on this charge since July.

### FROM GRAND RAPIDS

Grand Rapids merchants are desirous of securing address of Philip Savoy, or Savoyinc, believe of Jewish nationality; age about 38 years, short thick set. He was located here for about eight months, doing carpenter contracting work.

Look out for checks signed "Motor Tailoring Company, by C. B. Shane," and payable to "R. J. Miles." They're on the Continental Commercial Bank, Chicago. Party stops at hotels and operates automobile bearing Boston license plate.

**"LIABILITY OF THE HEAD OF A FAMILY IN CASE WHERE ADVERTISEMENT OF NO RESPONSIBILITY HAS BEEN MADE."**

*The following paper was read at the evening meeting of the Association, October 28th, 1920, by Mr. F. W. Hardcastle, Credit Manager, Maurice L. Rothschild, Chicago, and is published because it contains valuable information:*

The question of a husband's responsibility for his wife's bills has been very plainly and specifically designated by a law enacted by the Legislature of the State of Illinois in 1874, and is set out in Hurd's Revised Statutes of Illinois, Chapter 68, entitled, "Husband and Wife."

Paragraph 6152 of said chapter is as follows: "The expenses of the family and of the children shall be chargeable upon the property of both husband and wife, or either of them in favor of creditors therefor, and in relation thereto they may be sued jointly or separately."

This action was adopted from an Iowa statute, and the Illinois Supreme Court adopts the interpretation placed upon it by the Iowa Supreme Court, namely, That the statute creates a primary right, viz: the right of a creditor for family expenses incurred by either husband or wife to recover against both. The statute merely imposes the liability upon the wife by which she may be held severally or jointly with husband, who otherwise would be alone responsible. This does not change the husband's liability, except that he may be held jointly with his wife for such expenses, and in the case of Arnold vs. Keil, 91 Appellate Page 237, the Court held that the term "Family Expenses" embraces much more than "necessaries" husband is required to furnish at common law.

Where two persons live together as husband and wife, and are recognized and treated as such, the reputed husband is liable for family supplies, although the credit was extended to the reputed wife. The Court also held in the case of Arnold vs. Keil, that by virtue of the marriage relation each spouse holds the other out to the world as an agent to incur family expenses. The Courts have also held that the term "family expenses" and "expenses of the family" are not synonymous with "necessaries" which may be personal as well as for the family. For instance, it does not include business expenses incurred merely to secure means to maintain the family and does not include private or individual expenses which in no way conduce to the welfare of the family generally.

In the case of Illingsworth vs. Burley, 33 Appellate, such articles as food, clothing, medicine, household and kitchen furniture, piano, organ, a lady's watch and chain, all were held to be within the statutes when such articles were shown to be provided for and actually used in the family, as also were books, pictures and articles of ornament used to adorn and beautify the home. In another case it was held that goods purchased by the husband for his personal use and used by him exclusively constitutes a family expense.

It was also held in the case of Hyman vs. Harding that musical instruments may be a family expense, and in another case a ring was held not to be a family expense.

In the case of Chicago Manual Training School Association vs. Scott, the husband was held liable for the tuition furnished the child of wife by former marriage.

It will be interesting to note that in the case of Houck vs. James F. Smith & Sons, 46 Appellate, Page 64, the Court held that the acceptance by a creditor of the individual note of a husband for a debt incurred for family expense, for which, under the Statutes, both husband and wife are liable, will not release the wife from her liability.

It has been decided definitely and without question that notices published in the newspapers not based on any order of court are not sufficient notice to creditors to release a husband or wife from liability, on the theory that there is no law compelling a creditor to read the newspapers. There is no similarity in these published notices to notices filed in bankruptcy or dissolution of a corporation for the reason that such notices are based upon either a Court Order or the Statute provides that in certain cases certain persons may be so notified.

It has further been held in this State that a husband or wife cannot be held liable for necessities of either where they notify either in writing or personally, a notice that they will not be so liable or responsible.

While the wife is, under the general principles of the law, entitled to necessities, she has her remedy by applying to a Court who can, in its discretion, order the husband to pay his wife a certain amount of money which will enable her to secure the necessities. Of course, as a matter of practical business, the up-to-date credit man does read all the notices in the newspapers so that he will be prepared and have knowledge that there is something wrong and that the credit of the advertiser is to some extent impaired, and he is thereupon put upon notice to ascertain the difficulty and make his deductions accordingly.

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## STATE CHAIRMEN FOR 1921

- Alabama**—W. E. Hooper, Loveman, Joseph & Loeb, Birmingham.
- Arizona**—L. G. Moore, Business Men's Protective Association, Tucson.
- Arkansas**—J. A. Anderson, The Gus Blass Co., Little Rock.
- California**—J. W. Lewis, Union Bank & Trust Co., Los Angeles.
- Colorado**—C. M. Reed, The Retail Credit Men's Association, Denver.
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- Washington, D. C.**—Mr. David Sanger, M. Philipsborn & Co., 608-614 Eleventh St.
- Florida**—G. P. Cannon, Secretary, Tampa Merchants Association, Inc., Tampa.
- Georgia**—Jno. R. Byington, J. P. Allen Co., Atlanta.
- Idaho**—I. F. Overmyer, The Western Reporting Co., Boise.
- Illinois**—Frederick L. Davies, Associated Retail Credit Men, 35 S. Dearborn St., Chicago.
- Indiana**—Wm. H. Flanders, Associated Retail Merchants & Credit Men's Bureau, Chamber of Commerce, Indianapolis.
- Iowa**—John Sallach, The Denecke Co., Cedar Rapids.
- Kansas**—Fred T. Chain, Greenfield Clothing Co., Wichita.
- Kentucky**—George Kraft, Boston Shoe Co., Louisville.
- Louisiana**—Frank L. Miller, New Orleans Retailers Credit Bureau, New Orleans.
- Maryland**—J. R. Hewitt, The Hub, Baltimore.
- Massachusetts**—Ed. W. Manahan, Manahan's, Inc., 280 Boylston St., Boston.
- Michigan**—James Jarvis, Wurzburg Dry Goods Co., Grand Rapids.
- Minnesota**—Arthur Peterson, The Peterson Clothing Co., 231 E. 7th, St. Paul.
- Mississippi**—Henry N. Barbee, Secretary Retail Credit Men's Association, Clarksdale.
- Missouri**—A. J. Kruse, Associated Retail Credit Men & Credit Bureau, Chamber of Commerce, St. Louis, Mo.
- Nebraska**—W. H. Mitchelltree, Orchard & Wilhelm Co., Omaha.
- Nevada**—O. G. Bates, Wilson-Bates Furniture Co., Ely.
- New Jersey**—Irving C. Brown, L. Bamberger & Co., Newark.
- New Mexico**—Siegfried Kahn, 109 N. First St., Albuquerque, N. Mex.
- New York**—Jno. M. Connolly, Crichton Bros., 636 Fifth Ave., New York City.
- North Carolina**—M. Lipinsky, Bon Marche, Asheville.
- North Dakota**—Fred A. Bristol, Jr., Carlisle & Bristol, Fargo.
- Ohio**—J. R. Truesdale, Secretary The Youngstown Retail Credit Association, 1310 Wick Bldg., Youngstown.
- Oklahoma**—E. R. Suits, Halliburton-Abbott Co., Tulsa.
- Oregon**—C. L. Graden, Secretary, Associated Retail Credit Men, Portland.
- Pennsylvania**—W. B. McConnell, C. A. Verner Co., 249 Fifth Ave., Pittsburgh.
- Rhode Island**—Jos. J. Pincus, The Outlet Co., Providence.
- South Carolina**—H. E. Stradley, C. D. Stradley & Co., Greenville, S. C.
- South Dakota**—M. T. Coogan, Shriver-Johnson Co., Sioux Falls.
- Tennessee**—F. E. Kuhn, Kuhn, Cooper & Geary, Nashville.
- Texas**—C. P. Younts, Barringer-Norton Co., Houston.
- Utah**—H. G. Godfrey, Keith-O'Brien Company, Salt Lake City.
- Vermont**—F. S. Whiting, The Whiting Mercantile Agency, Burlington.
- Virginia**—W. A. Clarke, Jr., Retail Merchants' Association of Virginia, Richmond.
- Washington**—W. J. Johnson, J. S. Graham Co., Seattle.
- West Virginia**—Dennis McNeil, Huntington Business Men's Association, Huntington.
- Wisconsin**—Stephen Bialecki, Milwaukee Gas & Light Co., Milwaukee.
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### HE GOT HIS MONEY

An Odd Itemized Account Presented for Repairs in a Church in Mexico.

By C. M. Howg, of I. Magnin & Co.,  
San Francisco.

Not long ago, those in charge of an old church in Cilao, Mexico, decided to repair its properties, and employed an American artist who was visiting there to touch up a large painting. When he presented his bill, the finance committee refused payment unless the details were specified.

He presented the items as follows:

Correcting the Ten Commandments .....	\$ 5.12
Embellishing Pontius Pilate, and putting new ribbon on his bonnet.....	3.02
Putting new tail on rooster of St. Peter, and mending his comb.....	2.20
Re-pluming and gilding left wing of Guardian Angel.....	5.18
Washing Servant of High Priest and putting carmine on his cheeks.....	5.02
Renewing Heaven, adjusting the stars, and cleaning up the moon.....	7.14
Touching up purgatory and restoring lost souls.....	3.06
Brightening up the flames of hell, putting a new tail on the devil, mending his left hoof, and doing several odd jobs for the damned.....	7.35
Re-bordering the robes of Herod, and adjusting his wig.....	4.10
Taking the spots off the son of Tobias.....	1.30
Putting new stone in David's sling, enlarging the hole in head of Goliath and straightening Saul's legs.....	3.35
Mending the shirt of the prodigal son, and cleaning his ears.....	2.40
Total.....	\$57.23

### ATLANTA GETS ANOTHER

Jack Allen, alias George B. Swayne, was bound over to the superior court by Judge T. O. Hathcock, in the municipal court, Saturday morning in \$5,000 bond on a charge of forgery, it being alleged that he passed several forged checks on local department stores. The young man said that the checks were given to him by another man and he believed them to be all right.

In the arrest of Allen it is believed by the authorities that they have captured one of the ring-leaders in an international gang of swindlers. It is said by officers that he is wanted in a number of cities in the United States and Canada.

Allen claims to have come from New York. He was arrested on a warrant sworn out by B. C. Carter, special officer of the Atlanta Retail Merchants' Association, after, it is alleged, he had made an unsuccessful attempt to pass an alleged worthless check for \$117.50 on a Whitehall street firm.

When searched he is said to have had in his possession a lot of checks on the Armstrong Cork Company, of 212 Fifth avenue New York, amounting to \$2,100. He is also said to have had several cards containing his photograph and the

name of George B. Swayne, manager of the linoleum department of the Armstrong Cork company. These cards were used by Allen, it is claimed, as an identification in passing the checks.

An investigation showed, it is alleged, that the young man was not George B. Swayne, and his arrest followed. George B. Swayne, it was learned, had formerly been employed by the Armstrong Cork company, but had resigned from the firm owing to illness several months ago. It was learned that Allen had registered in Atlanta at five different hotels and had retained sample rooms in all of them.

The Retail Merchants' Association has, it is said received information that Allen is wanted in Hamilton, Montreal, and other Canadian cities on forgery charges. Efforts are being made by the authorities to locate a man, who is said to have registered with Allen in the hotels.

### DIARY OF A DOLLAR

"Pay Your Bills Promptly" is a slogan with Henry Mathers, my present owner. There was a time when it was just the opposite. Then Henry bought clothes, shoes, flowers, jewelry and various other kinds of merchandise, always saying "charge it."

When the bills came in, Henry said, "They're easy. Now let them sweat for their money. I'll pay when I get good and ready."

A little later an unusual investment opportunity came to Henry. In high hopes he went to the bank to borrow some money. To his great surprise the banker calmly said, "Nothing doing."

"Why?" asked Henry.

"Because," replied the banker, "the Credit Men's Association reports that you do not pay your bills promptly. You have lost thereby one of the greatest assets a man can have—credit."

"What is credit?" asked Henry.

"Credit is the faith man has in the integrity of his fellow man. It buys more on the open market in the world today than all the gold in existence. Credit is more valuable than gold."

"How, then, can I get that integrity so that men will have faith in me and so that I will have credit?"

"That is simple. Spend wisely less than you earn. Pay all your bills promptly. Invest in reliable securities, carry life insurance, have a bank account or in some way build up a reserve which can be used as collateral when you need to borrow money for any reason."

So that is why Henry's major slogan is now "Pay Your Bills Promptly." I hate to leave him. Since, however, he is going to use me to pay a bill on time, I can only be glad to serve in this useful way and look with hope into the future.

### OUR GOAL FOR 1921—

FIFTEEN THOUSAND  
MEMBERS

—WILL YOU GET ONE?

### BUFFALO ANXIOUS ABOUT THIS YOUNG LADY

A young lady named Edna May Barclay, alias Verna Marsh, alias Mrs. Robt. Beveridge, lived in this city for some time during the past year, but left here recently after defrauding several merchants.

In one case she signed a sales slip using the name of Mrs. Robt. Beveridge, and obtained goods under this name. Mrs. Beveridge is a resident of this city and has accounts with a number of local merchants. On the basis of this transaction we are swearing out a warrant for forgery.

Following is a description of Edna Barclay: Age 21 years, weight about 120 pounds, black hair, dark complexion, large brown eyes, height 5 feet 4 inches, prominent nose, usually very quietly dressed in blue with white collar and cuffs; she is an expert stenographer; while in this city she lived at the Y. W. C. A., and chances are that she would be found at either some hotel or at a Y. W. C. A. in whatever city she now lives. If this party is located, kindly wire this office.

### DENVER SAYS

To be on the look-out for one A. J. Patterson, an automobile salesman and automobile promoter.

He came to Denver some time ago from Kansas City. After remaining in Denver for a while he seems to have become well acquainted with a number of our members, and recently issued to them numerous worthless checks and then skipped.

We are, of course, taking every step possible to apprehend this party, but it might be well to notify the country at large that he is a "bad egg" and be on the look-out for him. Any member knowing of his whereabouts will please wire this Association.

### FROM ALBANY, N. Y.

Mr. C. H. Houston came to Albany in the fall and opened an account with us on October 16th, 1920. He was connected with the brokerage firm of Kelman Co., Arkay Building, living at 21 Lawnridge Ave., later 231 Delaware Ave. He gave another Albany house and his firm as reference. We opened an account for a matter of \$75.00 until he had established his credit, but control was lost over the matter and he now owes us \$121.52. We had a stop put on the account, and when the bill went out the first of November, it was returned. We find that he has left the city owing several accounts, as well as \$50.00 in rent. He gave his landlady two bad checks, both for \$25.00.

His firm was very much surprised, as they stated that he was drawing a good salary and that he had come from Brooklyn and had relatives there. We have written to our attorney in Brooklyn, asking him to look him up. In the meantime, we thought it would be well to notify our members throughout the country; particularly those in Brooklyn and New York.

"He who every morning plans the transaction of the day, and follows out that plan, carries the thread that will guide him through the labyrinth of the most busy life."—Victor Hugo.

Every Retail and Wholesale Merchant and Individual extending credit should have a copy of the

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ST. LOUIS, MO.

### STANLEY SMITH, JR.

Anyone knowing the present address of Stanley Smith, Jr., formerly in piano business in St. Louis, and reported to be in California, please advise National Office.

When answering advertisements mention the  
**CREDIT WORLD**



Being members of the Retail Credit Men's National Association, we are interested in the protection of individual credit and as this account is long past due, it should have your immediate attention, thereby keeping your credit good. **REMEMBER** credit is a trust imposed in you, and you should safeguard it by prompt settlements.

These stickers, 2"x4", can be obtained from the National Office at \$2.00 per thousand. They help collect the slow ones

### NATIONAL THRIFT WEEK, JANUARY 17-23, 1921

F. H. KOCH, Schuneman & Evans, St. Paul,  
Chairman.

Thrift Week is approaching rapidly. As chairman of the Thrift Week Committee, I am vitally interested in the good move, and thrust that you will give the program all possible publicity and space in the next issue of the "Credit World." If there ever was a time in the history of our country in which thrift should be taught and encouraged it is confronting us today.

The economic program as outlined by the National Thrift Committee is intended as an all-year-round program of economic education with National Thrift Week as a major activity. Many of our most prominent national organizations have endorsed the plan and pledged their hearty support in furthering the worthy cause.

The program emphasizes each day some special thrift idea; all of them touching in some form or other upon the good and well of merchants and business conditions. As men and women engaged in credit work, we surely have the good cause at heart and will do all within our means, co-operating in the worthy cause.

In many sections of our country, credit men have striven single handed to present to the public the very facts outlined in the thrift program, which offers our association a splendid chance to cash in on a nation-wide propaganda. Let us put our shoulders to the wheel and help the good cause along.

#### THE PLAN:

1. To consolidate and organize throughout the United States and Canada the usual efforts of all agencies interested in promoting the thrift idea.
2. To dominate newspaper and other advertising, emphasizing particular thrift ideas day by day.
3. To distribute thrift literature, such as inserts in pay envelopes, etc.
4. Arrange speeches and essay contests in schools and other organizations.

#### THE PROGRAM:

- (a) January 17th, *National Thrift or Bank Day*. To emphasize the service a bank renders a community.
- (b) January 18th, *Family Budget Day*. To emphasize the advantages of using the budget plan for finances.
- (c) January 19th, *National Life Insurance Day*. To emphasize the value of protecting loved ones with life insurance.
- (d) January 20th, *Own Your Own Home Day*. To emphasize the desirability of owning one's own home.
- (e) January 21st, *Make a Will Day*. To emphasize the importance of making a will.
- (f) January 22nd, *Pay Your Bills Promptly Day*. To emphasize the moral obligation to pay your bills promptly.
- (g) January 23rd, *Share With Others Day*. To emphasize the relation of money to character.

#### THE PURPOSE:

1. Increase production—an honest day's labor for a day's pay.
2. Teach simple fundamental principles of economics.
3. To educate people to spend wisely, within their means and meet their obligations promptly when they are due.

These facts can be carried home to the general people in the following manner:

1. By consolidating and organizing agencies interested in promoting the thrift idea.
2. Through newspapers and other advertising emphasizing particular thrift ideas day by day.
3. By distributing thrift literature, such as inserts in pay envelopes, placing of signs in windows, lunch rooms and other places where people congregate.
4. By arranging speakers in shops, factories and theatres and elsewhere.

The ten financial commandments on which Thrift Week is based are:

- (a) Work and earn.
- (b) Make a budget.
- (c) Keep a record of expenditures.
- (d) Have a bank account.
- (e) Carry life insurance.
- (f) Make a will.
- (g) Own your own home.
- (h) Pay your bills promptly.
- (i) Invest in Government securities.
- (j) Share with others.

#### WHAT HAS BEEN DONE:

1. National Thrift Week has been promoted by the International Committee of the Y. M. C. A. and has been endorsed by the following organizations:

- (a) Retail Credit Men's National Association.
- (b) National Credit Men's Association. (Wholesalers.)
- (c) The United States League of Building and Loan Associations.
- (d) The National Federation of Construction Industries.
- (e) The National Association of Real Estate Boards.
- (f) The National Association of Life Underwriters (Insurance Agents).
- (g) The Canadian Life Underwriters Association.
- (h) The American Life Convention (Insurance Companies).
- (i) The American Bankers' Association.
- (j) Retail Commercial Union.

2. The following exhibits of literature are being prepared:

- (a) Large posters and charts in frames for public places, schools, etc.
- (b) Budget books.
- (c) Thrift folders and pay envelope inserts.
- (d) Window cards.
- (e) Electros and layouts for newspapers.

The committees which observed Thrift Week in the largest way in 1920 have been the first to report their intention to participate in the 1921 program. These include many of the largest cities in the country. The co-operating National Associations will do more than ever to help make the next Thrift Week a substantial contribution towards bettering conditions in our country.

## Our New Membership Sign



Hang one of these handsome signs in your office so your customers will know you are a member of this Association.

They are made of cream colored celluloid, mounted on metal, with brilliant gold lettering and emblem in black.

Can be suspended by small brass chain.

They are dirt and dust proof—will last a lifetime and are an ornament to your office.

### FOR LOCAL ASSOCIATION MEMBERS

MEMBER  
RETAIL  
CREDIT  
MEN'S  
NATIONAL  
ASSOCIATION



MEMBER  
RETAIL  
CREDIT  
MEN'S  
ASSOCIATION  
OF THIS CITY

### FOR INDIVIDUAL MEMBERS

MEMBER  
RETAIL CREDIT MEN'S  
NATIONAL ASSOCIATION



Size 8x4 inches

The St. Paul Convention adopted this sign as our National Membership Sign.

Order yours at once. Fifty cents each.

RETAIL CREDIT MEN'S NATIONAL ASSOCIATION  
ST. LOUIS, MO.

## ADDRESSES WANTED

Members are interested in locating the following persons. If you know anything regarding them, report at once to the National Office, where a record is kept of the member making the inquiry.

Members reporting names for these columns are urged to give the occupation.

Allison, C. L., Great North Hotel, New York City, N. Y.  
 Anderson, Marvin B., Tulsa, Okla.  
 Avery, Edwin M., 30 Bodwell St., Hartford, Conn.; supposed to have gone to Boston.  
 Beals, Walter W., 507 5th Ave., New York City, N. Y.  
 Bernstein, Albert A., 815 N. Rose St., Kalamazoo, Mich.; gone eighteen months; last heard of in Cleveland.  
 Barnes, Marie, alias Marie Dubois, 318 W. 85th St., New York City, N. Y.  
 Bickford, A. V., Toronto, Canada.  
 Bolton, W. F. (Mr. or Mrs.), New Orleans, La.; she is a milliner, he was railroad clerk.  
 Brainerd, D. E., 728 S. Michigan Ave., Chicago, Ill.; sales agent, married, has family.  
 Brown, Miss Bessie, 709 Interdrive, St. Louis, Mo.  
 Cross, S. E., 6169 Westminster Pl., Arcade Bldg., St. Louis, Mo.  
 Crowder, Mr. E. G., Birmingham, Ala.; steward by profession.  
 Daggert, Grace J., 366 W. 57th St., New York City, N. Y.  
 Daley, I. E., Mrs., Clarendon, Ark.  
 Daude, E. F., New York City, N. Y.; formerly of Hotel Martinique, and Jackson Point, Ontario, Canada.  
 Dyar, Marion or Dyer, 219 W. 8th St., New York City, N. Y.  
 Eaton, Miss Zula, Quincy, Ill.  
 Goslin, J. T., 910 N. Chas. St., Baltimore, Md.; supposed to be in Philadelphia.  
 Greer, Re. Captain C. S., 6722 Kelly St., Pittsburgh; is licensed auctioneer, later lived at 2375 Frankstown Ave., Pittsburgh; went west; now located in Oregon or Texas.  
 Green, Geo. L., left Paducah, owing quite a few bills; is carpenter; said to be in St. Louis.  
 Goldstein, Miss Dorothy, 824 N. Rose St., Jackson Prison; also lived at 627 Walbridge St., Kalamazoo, Mich.  
 Harding, Charles, Sharpesville, Ind.  
 Harris, W. H., Rice Lake; left there to go to Fall Creek, Wisc and then to Kansas.  
 Henderson, T. J., 222 Washington Ave., Memphis; sign writer and musician by trade.  
 Holohan, Frank M., 1532 Green St., Harrisburg, Pa.; formerly 511 Lockwood Ave., Chicago, Ill.  
 Homerin, Lucy, Iowa City, Iowa; nurse; supposed to be in Colorado.  
 Horn, C. W., said to be in Arkansas; is auto salesman.  
 King, W. N., Vicksburg, Miss., river boatman and lumberman.  
 Kots, A. J., 4734 Riverside, Cleveland, Ohio.  
 K्राcht, H. J., 258 Riverside Drive, New York City; also 33 W. 51st St., New York City, N. Y.  
 Latter, Abraham, or Betty, 1736 Peerce St., San Francisco; supposed to be in New York.  
 Layton, Harold, 3821 Prospect, Cleveland, Ohio; auto supply salesman.  
 Leedy, Miss Rose, 945 E. Vine St., Kalamazoo, Mich.; married; supposed to be in Wisconsin.  
 Lester, Antrobus, Hardin, Ill., Mottor Garage, of St. Louis, Mo.  
 Leonhardt, Mr. A. E., 4461 Olive, Funston Apartments, St. Louis; traveling salesman for Corliss-Coon & Co., of St. Louis and also for Brestin Shirt Co., of New York.  
 Lester, Jessie, 14 17th St. N. E., Mason City, Iowa.  
 Lessard, Mr. & Mrs. Albert, 640 E. 7th St., Davenport, Iowa; formerly U. S. Arsenal, Rock Island, Ill.; went to St. Louis, from Davenport, Iowa.  
 Lindley, Thomas, 546 Mass. Ave., Indianapolis, Ind.  
 Lundy, Huber, Iowa City, Iowa; married; said to be salesman.  
 Lutz, R. H., 829 Park Ave., New York City, N. Y.  
 Meyers, Edwin A., Memphis, Tenn., care of Frisco R. R., and was clerk for the superintendent.  
 McIntyre, 903 Capital Ave., Indianapolis, Ind.  
 Michelson, Anne 2 Governor St., E. Hartford, Conn.  
 Miller, Earl E., Winthrop, Iowa.  
 Nautman, F. W., Waterloo, Iowa.  
 Phillips, Mr., formerly lived and worked at Aliceville, Ala.; is about 45 years of age, 6 feet tall, ruddy complexion, rather heavy built, and has the appearance of a rough westerner.  
 Potts, Mr. C. O., Ft. Worth, Tex.; truck salesman there; now in Kansas City, Mo.  
 Prietsch, Paul R., 3545 McKean St., business address is 908 Pine St., St. Louis, Mo.  
 Ried, Wm. F., formerly manager of Kaufman Blouse Shop of Cleveland, Ohio.

Roberts, R. S., Greenwood Inn, Evanston, Ill.  
 Rochette, Countess de la, 2624 Woodley Place, Washington, D. C., also of New York City, N. Y.  
 Ruhl, M. M., 4949 Page Blvd., St. Louis, Mo.  
 Schwartz, Dave J., had business in St. Louis; said to be in St. Louis; was in Dallas, Texas.  
 Scott, Florence W., 137 E. Garfield Ave., Chicago, Ill.; worked for Mercantile Trust Co. in St. Louis, lived at 3313 West Belle Place, St. Louis, Mo.  
 Sewast, E. G., 1571 Warren Road; is a surveyor; said to be in or around Georgia.  
 Stine, Mr. & Mrs. Ivan E., 208 N. Elm St., Coffeyville, Kansas.  
 Tappen, Mrs. R. E., 13 N. 4th St., Harrisburg, Pa.; also Box 153, Greensburg, Pa.  
 Thornton, J. R., Detroit, Mich.; drop forge operator.  
 Thomas, Mrs. Laura, Griswold Hotel; employed in some hotel in Chicago, Ill.  
 Thomas, Miss Mae, 2041 W. 5th St., Davenport, Iowa; nurse, U. S. Arsenal, Rock Island, Ill.; supposed to have gone to Kalamazoo, Mich.  
 Treall, Joseph, 1140 Broad St., Hartford, Conn.  
 Waters, A. S., 897 S. Broad St., Trenton, N. J.  
 Whitney, Mrs. H. C., 1501 Lay Blvd., Kalamazoo, Mich.; moved six months ago, leaving no address.  
 White, Jack, Mrs.; 2496 E. 59th St.; is now supposed to be in Canton, Ohio.  
 Williams, W. E., Jr., Keytesville, Mo.; formerly of 1907 Marcus Ave., St. Louis, Mo.; worked for Overland Auto Top Co. of St. Louis.  
 Wolf, Mrs. L., 229 N. Vandeventer Ave., St. Louis, Mo.; is butcher by trade.  
 Woolley, Malcolm E., formerly of Asbury Park, N. J.  
 Van. Syoc, Loren, Mr., wife's name Mary; formerly Madison St., Iowa City, Iowa; he was a clerk.  
 Varhe, Goes, 208 Van Buren St., Mason City, Iowa.  
 Verborg, Mrs. O. C., 4036 DeTonty St., St. Louis, Mo.  
 Viennan, Mrs. Florence, 1817 S. 2nd St., Louisville, Ky.; also of 4476 Washington Ave., St. Louis, Mo.  
 Zimmerman, Mrs. E. W., 4 Vernon St., Hartford, Conn.

## ADDRESSES WANTED BY HELENA, ARK.

All of these were residents of Helena

Barrett, Clarence  
 Barr, Mrs. Ed.  
 Banks, E. H.  
 Bonner, F. M., Jr.  
 Boone, C. A.  
 Breene, M. S.  
 Browning, Mrs. Nell  
 Carothers, Mrs. W. A.  
 Clark, Mrs. H. C.  
 Creamer, Pearl  
 Dalstrom, Joe  
 Darmayer, Otto  
 Darrs, Ransom  
 Denison, Bob  
 Drake, E. A.  
 Dunn, T. B.  
 Dyer, Mrs. J. W.  
 Eldridge, Penny  
 Ellison, A.  
 Fannison, T. T.  
 Flynn, Cora  
 Gordon, T. E.  
 Graves, N. L.  
 Grantham, F. H.  
 Hearn, Mrs. F. E.  
 Hearin, Mrs. J. E.  
 Hensley, C. H.  
 Huilt, Mr.  
 Inman, I. Q.  
 Johnson, Sam.  
 Johnson, Chas.  
 Johnson, Bill  
 Jones, J. B.  
 Jones, Emmett  
 Knowles, Ben  
 Lancey, Mrs. W. T.  
 Mallory, G. M.  
 McGowan, Mrs. G. W.  
 McGuff, Dewitt  
 McGuff, Guy  
 McGraw, Ike  
 Mitchell, J. M.  
 Mosby, E. M.  
 Northcutt, E. E.  
 Norwood, H. P.  
 Nagle, T. P.  
 Ogle, Ed.  
 Parker, W. A.  
 Perkins, D. C.  
 Pointer, W.  
 Prior, G. E.  
 Pucket, W. E.  
 Ralston, Buck  
 Rhodes, James  
 Russell, Will  
 Russell, Louis  
 Sewell, Robt. E.  
 Sanders, Mrs. J. E.  
 Schumaker, Mrs.  
 Sloat, Miss Ellen  
 Sledge, Mrs. Thomas  
 Sloat, Daisy N.  
 Simmons, R. M.  
 Sloath, Mr.  
 Smith, Mr. R. A.  
 Smith, Mrs. C. E.  
 Stewart, W. H.  
 Thompson, Geo. H.  
 Thompson, G. H.  
 Walker, Henry C.  
 Warfield, H. G.  
 Washington & Coleman  
 West, Mrs.  
 Williams, Dr. E. W.  
 Wilkerson, A. W.  
 Yates, Ed.



I	indicates	Increase
D	"	Decrease
N	"	Normal

	I indicates Increase D " Decrease N " Normal	Maine, N. H., Vermont	Mass., Conn., R. I.	N. Y., N. J.	Pa., Del., W. Va. Va., Maryland	N. C., S. C., Ga., Fla.	Ala., Miss., La.	Texas, Okla.	Ky., Tenn., Ark.	Ohio, Ind., Mich.	Ill., Iowa, Mo.	Wisc., Minn.	Neb., Kan., Colo.	N. D., S. D.	Mont., Wyo., Idaho	Nev., Utah, Ariz., N. M.	Wash., Oreg., Calif.
<b>Department Stores</b> —Number of members reporting.....		4	1	2	3	2	3	4	2	1	3	5	4	3	---	4	3
Credit sales for Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Was the cash business normal, or did it increase or decrease in the same proportion?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
What per cent have new account applications increased or decreased over last year?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any fraud buying?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any bad checks?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Sept., 1920.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Jewelry</b> —Number of members reporting.....		4	2	1	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit sales for Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Was the cash business normal, or did it increase or decrease in the same proportion?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
What per cent have new account applications increased or decreased over last year?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any fraud buying?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any bad checks?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Sept., 1920.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Dresses</b> —Number of members reporting.....		1	1	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit sales for Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Was the cash business normal, or did it increase or decrease in the same proportion?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
What per cent have new account applications increased or decreased over last year?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any fraud buying?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any bad checks?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Sept., 1920.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Women's Specialties</b> —Number of members reporting.....		2	1	2	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit sales for Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Was the cash business normal, or did it increase or decrease in the same proportion?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
What per cent have new account applications increased or decreased over last year?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any fraud buying?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any bad checks?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Sept., 1920.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Groups</b> —Number of members reporting.....		1	1	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit sales for Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Was the cash business normal, or did it increase or decrease in the same proportion?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
What per cent have new account applications increased or decreased over last year?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any fraud buying?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any bad checks?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Sept., 1920.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Dining</b> —Number of members reporting.....		2	1	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit sales for Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Was the cash business normal, or did it increase or decrease in the same proportion?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
What per cent have new account applications increased or decreased over last year?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any fraud buying?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Have you had any bad checks?.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Oct., 1919.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Credit collections in Oct., 1920, as compared with Sept., 1920.....		---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

## Retail Credit Statistics of Great Importance to Members

**M**EMBERS are urged to fill in this blank and return to The Retail Credit Men's National Association, 801-802 National Bank of Commerce Building, St. Louis, at once. The results of these reports will be published in December Credit World.

It is not necessary to sign name of firm or individual, but name of city and kind of business are very important. This department can only be made a success by the co-operation of all.

Name of City..... Date.....

Kind of Business.....

Credit sales for Nov., 1920, as compared with Nov., 1919.....

{	Normal.....
	Increase.....
	Decrease.....

Credit collections in Nov., 1920, as compared with Nov., 1919.....

{	Normal.....
	Increase.....
	Decrease.....

Credit collections in Nov., 1920, as compared with Oct., 1920.....

{	Normal.....
	Increase.....
	Decrease.....

What was the percentage of loss on your net credit business in 1914? .....

What was the percentage of loss on your net credit business in 1917? .....

What was the percentage of loss on your net credit business in 1919? .....

NOTE—This page is perforated so it can be taken from the book without injuring the binding.

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## RELIABLE COLLECTION SERVICE

### ALABAMA, BIRMINGHAM.

Mr. W. V. Trammell, Merchants Credit Association, 223 First National Bank Bldg.

### ALABAMA, MOBILE.

Mobile Adjustment Co., 511 City Bank Bldg.

### CALIFORNIA, LOS ANGELES.

Mr. H. G. Bittleston, 215 Delta Bldg.

Retail Merchants Credit Association, Inc., 300 I. W. Hellman Bldg.

Mr. A. P. Michael Narlian, 415-417 Higgins Bldg.

### CONNECTICUT, HARTFORD.

Connecticut Credit Bureau, 415 Palace Theatre Bldg.

### CONNECTICUT, STAMFORD.

C. W. Boyd, Secretary Merchants' Credit Association.

### ILLINOIS, CHICAGO.

Mr. Frederick L. Davies, Credit Reference Exchange, 35 S. Dearborn St.

### IOWA, DES MOINES.

Credit Reference and Reporting Co., 312 Crocker Bldg.

### KENTUCKY, COVINGTON.

Credit Men's Association of Northern Kentucky, Covington, Ky.

### LOUISIANA, NEW ORLEANS.

Business Men's Credit Bureau, 1919 Maison Blanche Bldg.

### MASSACHUSETTS, BOSTON.

Credit Reporting Collection Company, W. S. Radway, Treasurer. 23 Beach Street.

### MASSACHUSETTS, SPRINGFIELD.

Mr. Claude King, Pres. Beacon System, Phoenix Bldg., 307 Main St.

### MICHIGAN, DETROIT.

Adjustments-Detroit, Ltd., Suite 714 Free Press Bldg.

### MICHIGAN, LANSING.

Mr. M. H. Vogel, Sec'y and Mgr. Business Men's Credit Association, 357 Capital National Bank Bldg.

### MINNESOTA, MINNEAPOLIS.

Mr. S. L. Gilfillan, Sec'y Minneapolis Associated Credit Exchange, Inc., 314 Nicollet Ave.

### MISSOURI, ST. JOSEPH.

Snow-Church Collection Co., 116 Corby-Forsee Bldg.

### MISSOURI, ST. LOUIS.

Associated Retail Credit Men, Chamber of Commerce.

### MONTANA, LEWISTON.

Mr. P. S. Gerlings, Suite No. 1 Empire Bank Bldg.

### NEBRASKA, LINCOLN.

The United Credit Bureau.

### NEBRASKA, OMAHA.

The Adjustment Bureau, 208 Laflang Bldg.

### NEW JERSEY, CAMDEN.

J. William Pennell & Company, 506-7 Commonwealth Bldg.

### NEW JERSEY, TRENTON.

J. William Pennell & Company, 506-7 Commonwealth Bldg.

### NEW YORK, BUFFALO

Retail Merchants Association, 701-16 Chamber of Commerce Bldg.

### NEW YORK, NEW YORK CITY.

Mr. Herman Steinberg, 299 Madison Ave., at 41st St.

### NEW YORK, SCHENECTADY

Shannon Mercantile Agency  
Offices 16-18 Ellis Bldg.

### OHIO, CINCINNATI.

Mr. Ernest R. Gwinner, Mgr. The L. Roescher Collecting Co., Bell Block.

### OKLAHOMA, OKLAHOMA CITY

Oklahoma City Retailers' Association. A. D. McMullen, Secretary. 517 Baum Bldg.

### OREGON, EUGENE

L. M. Travis, Eugene Loan & Savings Bank Bldg., 20 East Eighth St.

### OREGON, PORTLAND.

Emmons & Emmons, 728-731 Morgan Bldg.

### PENNSYLVANIA, PITTSBURGH

The Hickox System, 705 Bessemer Bldg.

### TENNESSEE, NASHVILLE.

The James Sanford Agency.

### UTAH, OGDEN.

Mr. M. Stewart, Mgr. Merchants Credit Bureau.

### WASHINGTON, SEATTLE.

Mr. A. R. Phillips, Pres. Asher Bros., Inc., 430-1-2-3 Pioneer Bldg.

### WASHINGTON, SPOKANE.

Merchants Collection Co., 731-732 Peyton Bldg.

### WISCONSIN, LA CROSSE.

Commercial Service Bureau, 314-15 Newburg Bldg.



## How Wanamaker Handles Credit

**I**N the Tube Room at John Wanamaker's (New York City) are RAND "Traco" Cabinets with capacity for 200,000 credit cards. Since RAND Systems mean **visibility**—all cards in plain view, all index names immediately before the eye—it can be understood why Wanamaker credits are handled at a speed and accuracy that mean

- a **saving of monetary loss**—loss through "memory credits" or through over-extension of credit.
- a **saving of good will** by keeping the customer from exhausting his or her patience.
- a **saving of room and of clerk hire**, by reason of the compact accessibility of the names, enabling one clerk to do the work of three and with greater ease.

RAND makes credit installations by means of a special Installation Dept.,—working so that there is no business interruption with its attendant worry and loss. The system is turned over complete, in full working order.

*On request we will gladly have a representative call and show you how Rand Equipment will solve your Credit problem.*

**THE RAND COMPANY**

Dept. C-3

North Tonawanda, N. Y.

# **RAND**

**VISIBLE BUSINESS-CONTROL**

**BRANCH OFFICES**—New York, Chicago, Boston, Buffalo, Philadelphia, Detroit, Cleveland, Syracuse, Providence, Washington, Salt Lake City, San Francisco, Atlanta, Pittsburgh, Kansas City, Baltimore, St. Louis, Dallas, Minneapolis, Portland, Denver, Seattle, Spokane, Tacoma, Los Angeles and Honolulu.

